DTLR Refreshes and Streamlines Infrastructure with CTI and HPE

CUSTOMER PROFILE

DTLR is a fast-growing lifestyle retailer of street-inspired footwear, apparel, and accessories. Following a 2017 merger with Sneaker Villa, they operate an e-commerce website and a combined 250 stores in 18 states and Washington D.C. Each location offers a distinctive, high-energy shopping experience and is designed to look and feel like independent, locally-managed specialty stores.

DTLR's innovative, neighborhood-based approach to building brand awareness, consumer loyalty, and authenticity makes them unique. They pride themselves on striving to be a good corporate citizen by asserting a positive influence on the neighborhoods where they operate and contributing resources to help the development of local communities.

CUSTOMER CHALLENGES
- Refresh entire infrastructure
- Increase IT capabilities to reduce friction between business units
- Implement a scalable solution that evolves with the fast-growing company and lasts into the future
- Find a partner who understands their business challenges and takes a proactive, collaborative approach

SOLUTION
- Talked through different options and received a recommendation from CTI
- Worked with CTI to implement a combination of Gen 10 servers, a Nimble hybrid array, Aruba switching, a StoreOnce, and WatchGuard firewalls (if relevant). This was also a Veeam solution because of its tight integrations with StoreOnce which displaced CommVault.
- HPE was chosen because of return efficiency to the team, simplicity of management, longevity of hardware, and the ability of the solution to learn and run itself.
- Implementation with CTI went smoothly. Engineers were onsite and always on-time, and CTI was continuously on hand for support, check-ins and updates.

BENEFITS
- Increased efficiencies starting on day 1
- Reduced time spent on maintenance
- Improved management, resiliency and stability
- Reduced service tickets
- Improved ability to be dynamic and pivot
- Gained ability for VMs to move across 5 hosts with no issues
- Grew from 107 to 250 locations after the merger – could not have handled that without this solution
- Grew marketing team dramatically due to system being easier to handle