AGORA Group

Quenching the thirst of millions of people in Spain

Whether you want to enjoy a chilled beer or a refreshing soft drink, AGORA group has just what tickles your fancy. With a range of 13 different beers – including the popular Ambar and Moritz brands – and a wide array of sodas, you’ll be sure to find the perfect beverage to quench your thirst.
While AGORA group’s iconic bottles fill up the shelves of stores in Aragon, Rioja, Comunidad Valenciana, Catalonia, Castilla y León, Castilla La Mancha and Madrid, you might wonder: what if I wanted to sip one of their drinks when I’m elsewhere in the country? Don’t worry: AGORA group has ambitious plans to come to you, wherever you are. Guillermo Po Gallardo, IT Project Manager at the company, explains: “Traditionally, our target markets have always been the north of Spain and the region around Barcelona. However, we have recently started planning a country-wide expansion to bring our products to people all around the country.”

Growing the business, while exciting, also brings about challenges. Like, how can AGORA group manage stock at its new locations, and make sure the most popular products are always available when people expect them? How can the company plan successful marketing initiatives to attract new consumers in new areas? And how about dealing with peak times of the year – such as the summer months or city festivals – when product demand surges?

Up until recently, AGORA group’s business operations had been underpinned by slow, aging hardware solutions – something the company knew would be a hindrance to expansion.
“To support our growth, we needed maximum speed, reliability and performance,” states Guillermo Po Gallardo. “It sounded like a lot to ask for… until we learned about hyperconverged technology.”

AGORA group was impressed by the potential of the Lenovo-Nutanix alliance to – in Guillermo Po Gallardo’s words – support the company’s “progressive growth”. La Zaragozana worked closely with Lenovo Services to implement a hyperconverged infrastructure made up of Lenovo ThinkAgile HX3000 and HX7000 Series appliances, powered by Intel® Xeon® E5 processors. The redundant Lenovo RackSwitch G8124E 10GE switches ensure lowest latency connectivity between the HX Series nodes for maximum performance and highest reliability on the clustered storage network. By bringing together Lenovo compute, networking and storage components and Nutanix Enterprise Cloud OS software, the solution enables the company to better allocate resources in accordance with actual demand.

Today, the company runs its critical SAP enterprise application environment on the Lenovo hyperconverged solution, supported by SAP HANA, which runs on Lenovo System x3850 X6 servers with Intel Xeon E7 processors.

Guillermo Po Gallardo notes: “This new infrastructure enables us to obtain real-time information reliably and share it company-wide at the touch of a button. This is incredibly helpful when managing stock levels, planning marketing campaigns, or preparing to deal with a sudden spike in demand because a heatwave is coming or a city festival is about to start.”

For example, the company’s offices in Navarra can now see immediately exactly when sales peak during the day and which products prove the most popular. By cross-checking this information, sales and marketing teams can constantly refine and tweak predictions and strategies to make sure they are always spot-on.
This is especially crucial around the time of the famous San Fermín bull-running festival in Pamplona when people from all over the world pour into the city, and shops and bars need to stock extra supplies for the week-long event.

With the hyperconverged solution, AGORA group is now well on its way to pursuing its business expansion plans. Tight integration between the HX Series infrastructure and the backend SAP HANA environment means that AGORA group can make the most out of real-time business information.

Guillermo Po Gallardo concludes: “Our collaboration with Lenovo and Nutanix has been excellent, and we are already working on several new projects with them. We truly believe that the Lenovo-Nutanix solution will help us to grow our business successfully and bring our quality products to all corners of Spain.”

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What better way to enjoy a hot summer day than by sipping an ice-cold beer or soda, perhaps lounging by the pool or at a garden party with friends? AGORA group works in partnership with Lenovo and Nutanix to keep stores and bars stocked with beers and sodas – ensuring millions of people can enjoy the hot Spanish summer with a chilled drink in hand.

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Solution components

Hardware
- Lenovo ThinkAgile HX3310 Appliance with Intel® Xeon® E5 processor family
- Lenovo ThinkAgile HX7550 Appliance with Intel Xeon E5 processor family
- Lenovo System x3850 with Intel Xeon E7 processor family
- Lenovo RackSwitch G8124E
- Lenovo RackSwitch G8272

Software
- Nutanix Enterprise Cloud OS
  - Nutanix Acropolis
  - Nutanix Prism
- SAP HANA
- SUSE Linux Enterprise Server

Services
- Lenovo Installation Services
- Lenovo SAP HANA Installation Services