Denner: Improving data volume management and lowering costs with native storage extension

As Switzerland's leading discount grocery retail, Denner AG is always close to home. With more than 860 outlets across the country, the company is dedicated to providing fresh, affordable products at a good price. Central to Denner's successful business model are lean structures and efficient processes. This is especially true for managing enterprise IT systems.

In order to modernize and simplify IT operations, increase transparency, and lower infrastructure costs, Denner is planing a migration to the cloud. But growing data volumes presented a challenge. The company needed a way to reduce in-memory data but lacked the know-how to do it. Luckily, the right technology partner was there to help.

Reducing IT infrastructure costs with the SAP HANA native storage extension and SAP MaxAttention Services

Before: Challenges and opportunities

- Growing in-memory data volumes due to process expansion and data running on new SAP systems
- No internal know-how on native storage extension (NSE) or how to reduce in-memory data
- Upcoming migration to a private cloud that spurred the need to reduce hardware and system costs

Why SAP

- Trusted partnership with SAP and previous positive experience with SAP MaxAttention services
- Successful implementation of scoping services for data volume management (DVM) and SAP HANA native storage extension using the SAP Customer Activity Repository applications bundle, helping identify potential data reductions
- Outside-in view from DVM experts, helping determine the potential for NSE
- Knowledge transfer and training for internal employees to deploy NSE in other systems

After: Value-driven results

- Implementation of DVM and NSE on relevant systems, which has shown great potential for in-memory data volume reduction
- Ability to lower costs for in-memory cloud data and better plan for future hardware procurement
- Future-oriented architecture to better manage system growth

"NSE has greatly reduced memory requirements through **selective data unloading**, eliminating the need for server resizing. The guided approach from SAP MaxAttention allowed us to independently replicate the project on our second system and establish NSE across operations."

Jonas Meyer, Team Lead for SAP Systems, Denner AG

25%

Reduction in in-memory data using SAP Customer Activity Repository applications bundle

40%

Potential reduction in data volume identified

Denner AG
Zurich, Switzerland
www.denner.ch (German)

Industry
Retail

Products and services
Food and daily household goods

Employees
>6,000

Revenue
€4.2 billion

Featured solutions and service
SAP HANA native storage extension, SAP Customer Activity Repository applications bundle, and SAP MaxAttention