

Computer Services

# Delivering **top tech** to Mexican businesses

Grupo CVA

Grupo CVA keeps its technology wholesale distribution business running smoothly and expands into private cloud services with Lenovo TruScale Infrastructure as a Service.

Lenovo  
**TruScale**

Infrastructure as a Service



Lenovo

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## Who is Grupo CVA?

Grupo CVA is one of Mexico's largest technology wholesalers, offering 8,000+ products from more than 130 brands. Founded in 1999 in the city of Guadalajara, Grupo CVA now has 31 branches throughout Mexico (one in each state), 800 employees, and 60,000+ distributors. The company also offers logistics, financial, and IT services.



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# The Challenge

Grupo CVA's mission is simple: to deliver the best possible technology to Mexican businesses. To do this, the company depends on its own technology running reliably. With the data center infrastructure underpinning Grupo CVA's core business applications—including its SAP Business One ERP System and its e-commerce and distribution systems—approaching end of life, it was time for a refresh.

Eric Partida Rodríguez, IT Director at Grupo CVA, remarks: “Our previous infrastructure had served us well for many years. But after almost a decade, the technology had become outdated and was nearing end of support. What's more, we are planning to migrate our SAP Business One database from Microsoft SQL Server to the SAP HANA data platform, which has higher CPU and memory requirements. So, we decided to upgrade our data center.

# Taking a **new** **approach**

Grupo CVA weighed up proposals from several vendors before selecting Lenovo TruScale Infrastructure as a Service—a flexible solution that gives the company access to the latest data center hardware through a pay-as-you-go pricing model.

Through Lenovo TruScale, Grupo CVA procured and deployed three Lenovo ThinkSystem SR630 servers and one ThinkSystem DM5100F All-Flash Storage Array to replace its existing data center infrastructure. This environment, virtualized with VMware vSphere, hosts all the company's non-SAP applications, including its mission-critical e-commerce and distribution systems. Next, Grupo CVA deployed two Lenovo ThinkSystem SR950 servers to host its SAP Business One platform and SAP HANA database.

## **Services**

Lenovo TruScale  
Infrastructure Services:


- Advisory, Design, and Implementation
  - Physical Installation
  - Managed Services
  - Dedicated Customer Success Manager
  - Continuous Monitoring, Health Checks, and Updates
- Lenovo Premier Support

## **Hardware**

Lenovo ThinkSystem SR630  
Lenovo ThinkSystem SR950  
Lenovo ThinkSystem DM5100F  
All-Flash Storage Array  
Lenovo ThinkSystem DB620S  
32Gb FC SAN Switch

## **Software**

SAP Business One  
SAP HANA  
SUSE Linux Enterprise Server  
for SAP Applications  
VMware vSphere



“Lenovo delivered and installed the hardware, while our IT team handled the migration—moving over 70 virtual machines from the old infrastructure to the new environment,” recalls Eric Partida Rodríguez. “Now that everything is live, the Lenovo TruScale team provides 24/7 proactive monitoring, management, and services.”

**“Thanks to Lenovo TruScale, we didn’t need to purchase any of the hardware upfront. We only pay for the infrastructure resources that we actually use, through a flexible consumption-based model.”**

**Eric Partida Rodríguez**  
IT Director, Grupo CVA

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## Results

By partnering with Lenovo TruScale, Grupo CVA gained the stable, scalable IT platform it needs to keep its wholesale operations running smoothly, enabling the company to keep delivering the best technology to businesses throughout Mexico.

Eric Partida Rodríguez comments: “Lenovo TruScale gives us access to state-of-the-art hardware, which is a real step up from our previous infrastructure. We’ve seen a significant increase in application performance. Response times are much faster, meaning that employees and customers benefit from a better user experience. And data transfers are 20% faster, too. Crucially, the hardware is backed by top-notch Lenovo support services for maximum availability and uptime.”

Impressed with the stability and easy scalability of the TruScale solution, Grupo CVA will soon launch a new private cloud offering to its distribution channel, which will be hosted on its new Lenovo infrastructure.

“The Lenovo TruScale consumption model makes it easy to scale the infrastructure without incremental capital investments,” explains Eric Partida Rodríguez. “This means that we can expand the private cloud hosting environment as our client base grows while only paying for the resources we use. Moreover, we can offer clients transparent, predictable pricing. We will work with 50 distributors initially, but have more than 25,000 potential cloud customers in our sights.”

- ✓ Stable IT infrastructure backed by 24/7x365 support
- ✓ Faster response times for employees and customers
- ✓ 20% faster data transfers
- ✓ Easy scalability in line with business growth



“We have an excellent relationship with Lenovo that goes back several years. Lenovo TruScale marks the start of a new chapter in our partnership, and we’re excited for what the future holds.”

**Eric Partida Rodríguez**  
IT Director, Grupo CVA



# Why **Lenovo**?

Grupo CVA invited several vendors to tender, but it was Lenovo's TruScale Infrastructure as a Service proposal that gave it the edge over the competition.

"Lenovo hardware ticked all the boxes in terms of SAP HANA certification, performance, and stability—but so did other vendors' solutions," says Eric Partida Rodríguez. "What set Lenovo apart was the TruScale consumption model, as it would allow us to procure top-of-the-range infrastructure without a large upfront investment."

Gabriel Lejtik, Brand Director at Grupo CVA, confirms: "Lenovo TruScale was the most commercially attractive proposal. And we appreciated the fact that Ricardo Galicia Sánchez [Managing Director Mexico, Lenovo Infrastructure Solutions Group] took the time to visit our headquarters, talk us through the TruScale offering, and answer our questions."



# How do you get the latest hardware without up-front investment?

Accessing the latest data center hardware through a  
pay-as-you-go business model with Lenovo TruScale.

[Explore Lenovo TruScale](#)

Lenovo  
**TruScale**  
Infrastructure as a Service