

## Customer Case



# Hubo opts for security and flexibility with the Cheops Cloud

The do-it-yourself chain Hubo finds it increasingly important to have an IT environment that is always available in order to support the business flexibly. That is why the company decided to place their servers in the Cheops data centre and Cloud. It means that Hubo can count on maximum business continuity and growth opportunities.



Hubo still has a data centre at its head office in Wommelgem, but this had become too small. When the company needed to expand it to absorb the growth in its operations, a strategic decision had to be made. “We had been working hard on our IT for a number of years, including the implementation of a new ERP package and linking applications,” says Stefan Draulans, ICT Manager at Hubo Belgium. “This makes the whole IT environment even more critical: if something goes wrong, it has far-reaching consequences for Hubo stores. For example, the checkout application and the payment systems must always be available. At the same time, as an IT department we have to continue responding to the demands of the business in a flexible way.”

## Continuity guaranteed

When an expansion of the data centre became necessary, Hubo realised that the internal data centre could neither absorb their growth nor offer sufficient security. That’s why they decided to use the Cheops Cloud and to place their own servers there. The internal data centre still serves as a backup site, so that continuity is guaranteed in all circumstances. Hubo was able to use the expertise of Cheops to establish a professional setup, including the replication between the external and the internal data centre. Moreover, Cheops is monitoring the Cheops Firewall cluster for Hubo to safeguard network connectivity.

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Jan Van Regenmortel,  
Senior System Administrator Hubo



## External expertise

Opting for Cheops as a Managed Service Provider was an obvious choice to some extent, but Hubo did not rush into this decision. “We have been working with Cheops as an IT partner for more than ten years now, but we approached several parties to develop a plan for our data centre,” says Jan Van Regenmortel, Senior System Administrator at Hubo. “Cheops gave the best answers to our questions. Cheops helped to develop our vision for hybrid cloud and provided support with their technical expertise throughout the entire project. The specialists at Cheops have every possible IT certificate and their knowledge is always up-to-date.”

## No-nonsense

“The collaboration with Cheops has always been excellent,” adds Stefan Draulans. “Our corporate cultures are well matched: like us, they have a strong can-do attitude and a no-nonsense approach. Assisted by their advice, we opted for co-location in the Cheops Cloud, where they built us our own environment managed according to the standards of the Cheops Cloud environment. We also work with Cheops for third line support – we can always reach them if we have questions or problems.”

## Future opportunities

Thanks to the new setup in the Cheops Cloud, not only has the performance been optimised but also Hubo's expansion opportunities. In addition, Hubo no longer has to worry about the redundancy of data centre facilities such as power protection and fire extinguishing equipment. Many important applications, including the new SAP HANA database environment, are now running in the Cheops Cloud. And if necessary, any peaks in computing power or storage capacity can be absorbed flexibly by the Cheops Cloud environment, so that Hubo itself does not have to invest in expansion. Jan Van Regenmortel: "We don't need this yet, but working with an external specialist like Cheops and operating through their data centre gives us many more options that will certainly be useful in the future."

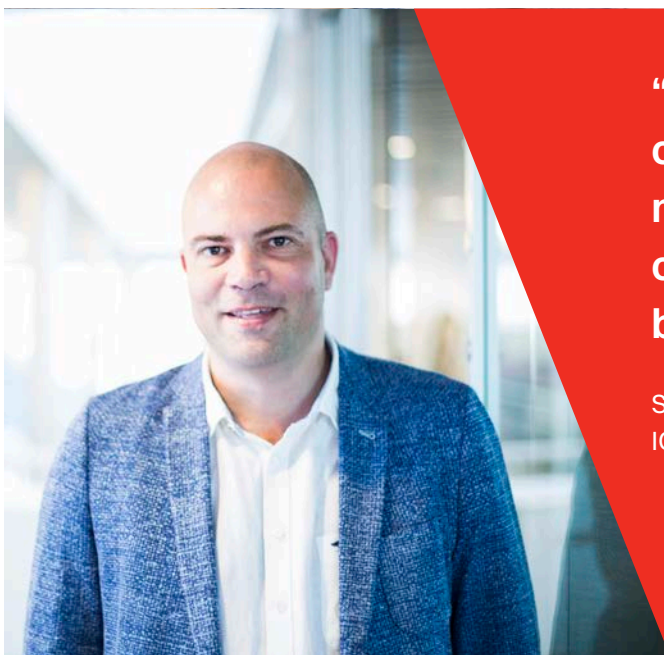
## Webshop: new challenges

In recent years Hubo has greatly expanded its webshop, which has created new challenges such as continuous availability, online payment systems, integration with the backend and perfect monitoring of stock. "When customers order something online through 'click & collect' to pick up at the store, the product has to be there when they arrive," explains Stefan Draulans. "Because of these new sales channels we have to connect more systems. Only in this way can IT be an enabler for our business."

## More and more data

Hubo's data centre story is far from finished. There may be even more integrations in the future and additional parts moved to the cloud. The desired results are already visible: "We are much more confident about our IT environment now - the risks have become much smaller," says Jan Van Regenmortel. "The new equipment is obviously also better and faster, so we can process much more data. We need this too, because the mass of data is constantly growing, for example with purchase data, orders and stock information in real time."

Hubo still has a lot of projects in the pipeline. The retail chain has to constantly reinvent itself to stay ahead of the competition from physical and online stores. On top of this are the challenges specific to the do-it-yourself sector. "A clothes store or a supermarket can predict a customer's purchasing behaviour or define a profile of their style or preferences based on previous purchases, but in our sector this is more complex. It is up to us as an IT department to use and combine the different sales channels such that we provide our customers with even better guidance on their purchases. Our customer service still makes the most difference."



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Stefan Draulans,  
ICT Manager Belgium

# The Cheops solution

## Advantages of the Cheops solution

- independent expert advice
- thorough analysis of the problem, completely customised
- fast and pragmatic solutions
- continuity of service
- access to expertise
- easy communication

## About Hubo

The do-it-yourself chain Hubo is a 100% Belgian organisation with 157 stores across the country. The product range includes about 25,000 do-it-yourself items and accessories for in and around the house.

<https://www.hubo.be>



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