

# Super-Pharm

## Improving Revenue Protection by Replacing Microsoft DHCP With SOLIDserver



### Project Objectives

- Overcome stability and capacity limitations of Microsoft DHCP
- Prevent downtime revenue loss by creating local survivability of stores
- Enable scalability to handle growing number of connecting devices
- Overcome IT management inefficiencies caused by local data
- Remove dependency of all stores on centralized DHCP

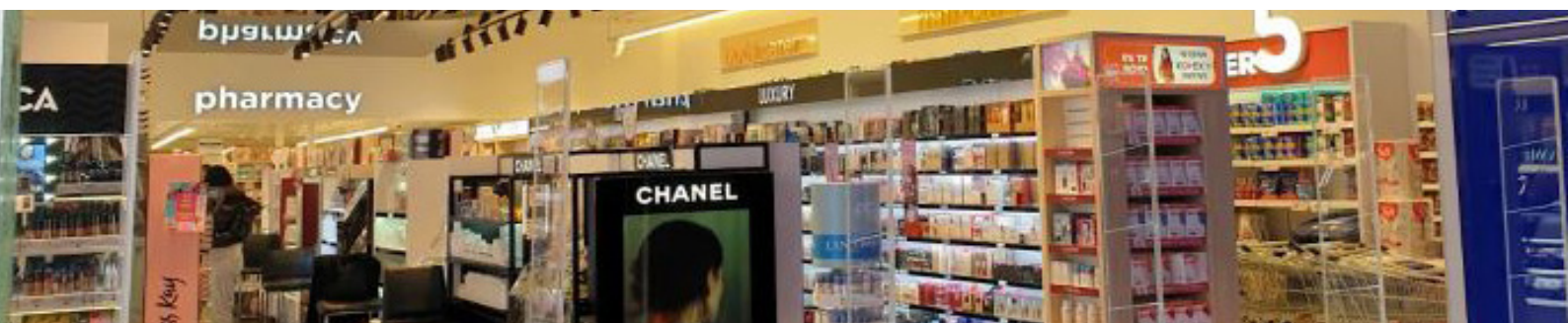
### Key Benefits

- Improved revenue protection
- Strengthened brand image due to improved system reliability
- Time savings due to more efficient management of IT
- High Availability of DHCP servers in local mode
- Future-proof operations with higher capacity and faster time-to-market

Super-Pharm is the largest chain of pharmacy stores in Israel that is operated by franchises. Since opening its first store in 1978, the company has grown to include 280 stores located throughout the country, with 78 branches in Poland, and a Super-Pharm online website.

**“Downtime of our operations has been significantly reduced, and now stands very close to zero, thus helping avoid loss of revenue.”**

Nir Ben-Zion, IT and Cloud Director



## Situation and Challenges Being Faced

As part of the IT management of their 300 retail stores, Super-Pharm was using a centralized DHCP from Microsoft, in active/active mode. The organization was constantly acquiring other companies, resulting in an ever-increasing number of devices connecting to their network. However, the limitations of Microsoft DHCP, particularly around capacity, was making it challenging to manage this large, growing volume of stores and devices.

Lack of visibility on devices cross-platform (NAC etc..) was one important problem area. When failure occurred, devices were no longer connected, but staff only learnt about the issues when calls were received by the IT support department.

Unfortunately, as the cashiers worked in real-time mode, at failure time they were no longer able to connect to the network. In addition, network failure in one or many of the stores caused a switch to local mode. The local servers have apps, an updated catalog etc, but power failures in-store or in the shopping mall prevented connectivity.

On average, 2 to 3 failures were occurring per year, leading to stores having to be closed for several hours during the failure. This led to important loss of revenue, as well as significant brand damage. A local mode of DHCP service was therefore very much required.

Another issue concerned the lack of a reliable data repository, causing inefficiencies regarding IT management. Apps and data were being stored locally, with each local server storing its own copy of the catalog (replication was made to all stores), while at the same time relying on central DHCP. As this centralized DHCP solution was unable to offer dynamic allocation for each store after prolonged restarts, it was not possible to obtain IP addresses automatically.

It was clear that the Microsoft DHCP offering had limitations that were hindering Super-Pharm's expansion strategy, so the company needed to find a DHCP solution that could handle all the existing 300 stores and more to come.

## Solution Implemented

After researching for DHCP solutions, Super-Pharm narrowed their choice down to EfficientIP and two other DDI (DNS-DHCP-IPAM) vendors. EfficientIP provided the fastest response, proposing the most efficient solution. The implication and dedication of the Account Manager and even top management was also key in the decision-making process. It gave Super-Pharm good confidence in EfficientIP being a trusted, caring vendor to work with, so EfficientIP's SOLIDserver DHCP was selected over the competition.

The replacement of Microsoft DHCP with the EfficientIP offering ran very smoothly. Nir Ben-Zion, IT and Cloud Director at Super-Pharm, highlighted that "The SOLIDserver DHCP solution proved to be extremely easy to implement, being rapidly installed on local servers in all 300 stores." The project started with 20 stores being initially deployed with SOLIDserver DHCP, and the rest following shortly afterwards. The whole deployment was completed in less than three months, which was even quicker than what had been planned.

In addition, Super-Pharm took advantage of EfficientIP consulting services for customization of the solution. This included building of the infrastructure in active/active mode, and building images in the stores. The onboarding stage was performed by EfficientIP, from beginning to end. The company also benefited from EfficientIP's dedicated training which helped their IT staff gain in-depth understanding of the solution and consequently be more confident in the daily actions they performed.



## Main Results

Super-Pharm were very impressed with the outcome of the implementation, stating it to be one of their IT department's most successful projects. From the very start, everything worked exactly as they had expected, and immediate business benefits were seen. Super-Pharm was most pleased by the resulting High Availability, especially in local/offline mode. Nir Ben-Zion stated that "Downtime of our operations has been significantly reduced, and now stands very close to zero, thus helping avoid loss of revenue."

The decentralization of DHCP has led to improved DHCP redundancy, overcoming the previous limitations concerning failovers whereby local servers sometimes needed to be switched or replaced. With EfficientIP's DDI appliances DHCP services are consolidated, thus ensuring continuity based on an active-active DHCP failover architecture and highly-available hardware platforms. This has allowed Super-Pharm to eliminate dependency on one single DHCP for the entirety of their stores.

As well as strengthening Super-Pharm's revenue protection, the enhanced reliability has eliminated brand damage previously caused when stores were being forced to shut down.

Importantly, the new dynamic DHCP solution has made IT Operations far more efficient, resulting in significant time savings for their network administrators. With SOLIDserver DHCP now in place, Super-Pharm have future-proofed their operations thanks to the higher capacity and faster time-to-market brought.

## Conclusions / Future Plans

As a next step, Super-Pharm is starting to look seriously at Multi-cloud and hybrid cloud. Apps & services will be moving to the cloud, helping to remove local dependency.

And in the near future, further EfficientIP solutions will most likely be deployed. Among those currently being investigated are the SOLIDserver DNS solution, which could replace or supplement the Microsoft DNS being used today. On the security side, SOLIDserver DDI's integration with Cisco Umbrella is an option being considered, making use of DNS Firewall and blocklists (deny lists) to strengthen external security.

Lastly, EfficientIP's market-leading IP Address Management (IPAM) solution is also being investigated. This IPAM will overcome inefficiencies of the other platforms (excel, home-made solutions...) currently being used to manage IP addresses, helping to simplify network management, eliminate configuration errors, and bring time savings of up to 80% for network administrators.



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As one of the world's fastest growing DDI vendors, EfficientIP helps organizations drive business efficiency through agile, secure and reliable network infrastructures. Our unified management framework for DNS-DHCP-IPAM (DDI) and network configurations ensures end-to-end visibility, consistency control and advanced automation. Additionally, our unique 360° DNS security solution protects data confidentiality and application access from anywhere at any time. Companies rely on us to help control the risks and reduce the complexity of challenges they face with modern key IT initiatives such as cloud applications, virtualization, and mobility. Institutions across a variety of industries and government sectors worldwide rely on our offerings to assure business continuity, reduce operating costs and increase the management efficiency of their network and security teams. Copyright © 2023 EfficientIP, SAS. All rights reserved. EfficientIP and SOLIDserver logo are trademarks or registered trademarks of EfficientIP SAS. All registered trademarks are property of their respective owners. EfficientIP assumes no responsibility for any inaccuracies in this document or for any obligation to update information in this document.