

CASE STUDY

LEADING FRENCH RETAILER CHOOSES RED HAT® FOR CRITICAL SALES AND CUSTOMER SERVICE SYSTEM

LAPEYRE, A LEADING MANUFACTURER AND DISTRIBUTOR OF HOME IMPROVEMENT PRODUCTS IN EUROPE, RELIES ON ENTERPRISE LINUX TO RUN CAMELEON, THE GRAPHIC APPLICATION PACKAGE USED TO DESIGN LIVING SPACES FOR THEIR CUSTOMERS

Every day thousands of Lapeyre salespeople use Cameleon in the final stage of a sale. When the latest versions of Cameleon were being developed, Lapeyre needed to migrate to the Oracle9i environment. To support Cameleon on the Oracle platform, Lapeyre chose Red Hat Enterprise Linux because of its stability, availability, effective support, and full compatibility with their existing environment.

With 2,600 employees and more than a hundred shops throughout France, the Lapeyre Group is Europe's leading manufacturer and distributor specializing in home improvement. Customers can purchase pre-made and custom-designed fixtures and fittings for inside and outside the home. Lapeyre credits its commercial success to the close relationship with customers, responsiveness, and understanding of individual customer needs. In order to continually deliver made-to-order products and unsurpassed customer service within their multi-channel environment, Lapeyre depends on highly reliable and flexible sales management tools, the most significant being the Cameleon software solution.

Cameleon is a critical tool for Lapeyre's sales force, allowing them to check the catalogue, develop made-to-order scenarios for customers, see mock-ups on screen, and study the practicalities of each option. Cameleon then sends all required factors for the final product to the entire production chain, reflecting the final changes in cost. This

powerful tool is the final link in Lapeyre's sales chain, valuable for concluding sales. It allows products to be fully tailored to the individual; customers can visualize items they wish to purchase.

Additionally, Cameleon is a strong management tool. It automatically generates all manufacturing data including names and ranges for a customer order in the Enterprise Resource Planning (ERP) system for the group's 13 factories. As a result, Lapeyre requires the highest levels of availability and performance from Cameleon and the underlying platforms.

Lapeyre had to migrate to Oracle9i to benefit from the advantages of the new version of the automatic Cameleon Configurator and effectively manage the increase of catalogue data. It was at this point that the company decided to install Red Hat Enterprise Linux ES in all their stores in mainland France and its overseas territories.

RED HAT, THE CHOICE FOR STABILITY, PERFORMANCE, AND SECURITY

The decision to adopt Red Hat's Open Source Architecture is the result of long deliberation at Lapeyre. Due in part to their historically Unix culture, the groups' technicians already experimented with Red Hat Enterprise Linux in testing stages and internal layouts. Because they required an extremely reliable system, capable of high performance and with long-term support, they tested a variety of likely solutions. Lapeyre ultimately chose Red Hat as its solutions provider.

"Roll out began in the last quarter of 2003. The Red Hat technicians packaged a solution specifically for Lapeyre, including automatic installation. Connecting to a server, rolling out a master, and networking the machines

LAPEYRE



took a Lapeyre technician only a quarter of an hour," explained Philippe Rennes, Head of Systems and Database Management System.

RED HAT NETWORK SATELLITE, A SYSTEM FOR ON-GOING SOLUTIONS

Lapeyre also chose to install Red Hat Network Satellite in its head offices, which operate on a private France Télécom MPLS (Multi Protocol Label Switching) network. The Satellite allows them to download operating system updates nightly, according to individual configurations of each system. Updates are catalogued so that the entire Lapeyre network always has precise data.

Equipping all the stores required less than six months. Almost a year after the installation took place, the Group can only congratulate themselves on their choice. "When it was installed, we really appreciated being able to work with real professionals. Red Hat has really supported us in everything relating to the Service-Integration domain. Thanks to the Red Hat team's availability, response time, and relevance, the situation went according to plan," Rennes said. One of the biggest wins in this deployment is the fact that these changes were carried out with no impact on the Lapeyre sales force.

FULLY-CONTROLLED AUTONOMY THANKS TO THE RELIABILITY OF THE RED HAT ECOSYSTEM

Now every Lapeyre store is equipped with a Dell® PowerEdge® 2650 with an Oracle9i database. "Several arguments made us lean in favor of Red Hat," Rennes explained. "Firstly, the desire to be independent with regard to the builder, to avoid a proprietary model, but also to use guaranteed material for the installation. Finally, we wanted the assurance of using a single collaborator with long-term support options that would not disappear overnight." Lapeyre's internal experience with Unix systems also tipped the balance in favor of Red Hat. "Our technicians had the opportunity to develop their skills quickly with Red Hat's support, an important factor for the future," he added.

The guarantees and support coverage extend over a three-year period and within Lapeyre the Red Hat Enterprise Linux roll out continues. Every store opened has the same computing system as all other stores in the Group, making systems management more efficient and cost effective.

Lapeyre also envisions the development of an ERP system using PeopleSoft® for its accounting operations. Given the performance of the Red Hat Enterprise Linux solution, the Group is strongly considering it for that project as well.

FAST FACTS

Industry: Retail

Geography: France

Goal: To deploy a highly-available platform with long-term support for a critical sales and customer services tool called Cameleon

Solution:

Platform: Red Hat Enterprise Linux ES, v 2.1

Hardware: Dell PowerEdge 2650

Applications: Cameleon, Oracle9i

Systems Management: Red Hat Network Satellite

Benefits: High availability and reliability for critical software. Long-term support. Easy, fast installation. No proprietary lock-in.

About Lapeyre

Lapeyre manufactures and sells fixtures and fittings for throughout the house:

For the interior: doors, stairs, flooring, cupboards and shelving, complete kitchens, bathrooms and tiling

For the exterior: windows and shutters, outside doors and garage doors, gates, garden furniture and equipment

Through its network of 100 stores, Lapeyre is a real force to be heard. Their facilities and services are offered to individual customers and to craftsmen-- organizing their home improvement projects--from the simplest to the most elaborate. The Lapeyre Group is a part of the Saint-Gobain Group of companies (Construction Distribution branch).

About Red Hat

Red Hat, the world's leading open source and Linux provider, is headquartered in Raleigh, NC with satellite offices spanning the globe. Red Hat is leading Linux and open source solutions into the mainstream by making high quality, low cost technology accessible. Red Hat provides operating system software along with middleware, applications and management solutions. Red Hat also offers support, training and consulting services to its customers worldwide and through top-tier partnerships. Red Hat's Open Source strategy offers customers a long term plan for building infrastructures that are based on and leverage open source technologies with focus on security and ease of management.

Learn more: <http://www.redhat.com>

