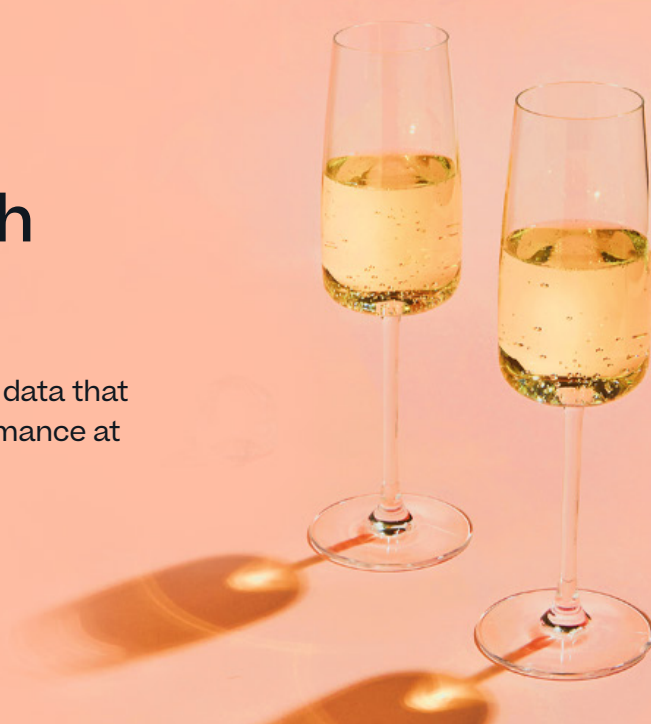


Cloud services with extra sparkle

Create one connected experience for LVMH's data that fosters the agility, cost efficiency, and performance at the scale required to support your ambitions.



The world isn't getting any less digital. Tech-savvy consumers are continually raising the bar in terms of expectations for personalized and seamless luxury shopping experiences. Better connected data and more powerful analytics are how you'll meet these trends head on.

Global businesses like LVMH rely on a variety of hyperscalers for their cloud strategy, but this often leaves their data fragmented across countries and brands. Luxury businesses looking to stay on top need to centralize and integrate their customer data organization-wide. How? With a hybrid cloud strategy that provides access to deeper insights, delivers more effective marketing decisions, and engages customers better.

60%

of Millennials and Gen Z seek personalized relationships with brands

[SOURCE](#)



No more missed connections

Connecting data on a centralized data platform isn't just about convenience. Having clear oversight of the flow of information makes your operations that much more agile and scalable. It allows you to ensure supply meets demand on time and head on. Luxury brands like LVMH have a wealth of data at their disposal – but they must develop the ability to track, analyze, and act on it to keep ahead of trends.

Optimizing the performance and efficiency of your hybrid cloud environment saves time and money, but perhaps most importantly gives you deeper insight into your own business. Detecting consumer trends in one brand can help you adapt and pre-empt them for another. Having all your data in a shared ecosystem means you can deliver more tailored customer experiences and even interact with shared customers across multiple brands, increasing engagement.



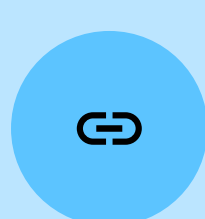
80%

of luxury sales happen in the digital space, making understanding consumer data more important than ever

[SOURCE](#)

NetApp gives you the tools you need to join the dots

LVMH knows luxury like no other. When it comes to cloud, we're exactly the same. Our bespoke solutions enable you to be nimble enough to perform optimally and transform in an always-changing industry.



Connected experience

Whether your data is housed on GCP, Azure, or Alibaba, NetApp can provide you with a single data management experience. We can help you build a unified data fabric that connects your data across hyperscalers, allowing it to move freely and informing better decisions faster. All this makes it easy for LVMH and its subsidiaries to get the maximum value from data and drive the future of customer experience.



Simplified operations

NetApp can help you optimize the performance and efficiency in your hybrid cloud environment. With NetApp experts handling the heavy lifting using our proven methodology and best practices, LVMH's IT teams can focus on accelerating innovation and digital transformation. Plus, with our consumption model, you can purchase capacity based on the performance levels you need and only pay for the services you use.



ARC'TERYX

Case study

Arc'teryx embraces hybrid cloud

The problem

Following struggles with its legacy systems, Arc'teryx realized that as its business model evolved, the way it used and stored data needed to evolve with it – they needed a unified approach. One that enabled better protection, enhanced data availability, and futureproofed the business.

The solution

To manage all company data as a single, connected experience, Arc'teryx needed to transition its architecture to a hybrid environment. This approach ensured business continuity and that data would be protected and available across the business.

“As we focus on bringing our product to a wider global audience and working with more partners around the world, with NetApp, Arc'teryx has their data where they need it when they need it.”

Noah Brunn,
Infrastructure Manager, Arc'teryx

[SOURCE](#)

The results

Leveraging NetApp solutions to build an agile hybrid cloud infrastructure meant Arc'teryx:

- Gained the ability to scale and meet growth demands
- Ensured business continuity for application owners
- Was empowered towards a hybrid environment
- Improved companywide collaboration

Ready to make LVMH a truly connected business?

[Find out how](#)

About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environment and the worlds biggest clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services, and applications to the right people - anytime, anywhere.