

# EFES RUS OPTIMIZES ITS COSTS AND STRENGTHENS ITS POSITIONS IN THE RUSSIAN MARKET WITH VMWARE

## ABOUT EFES RUS



EFES Rus is a division of the international brewery Anadolu Efes

Over

# 3500

employees work for the company in 6 Russian cities

EFES Rus is among the top



largest players in the Russian market

## PRIMARY GOALS AND CHALLENGES



To strengthen the position in the Russian market



To improve the efficiency of staff performance throughout the country



To solve the problem of increasing the load on the data storage system during the season of peak sales

## SOLUTION

EFES Rus has deployed VDI and VMware vSAN to improve the staff performance across Russia, ensure the data security and stable infrastructure.



“From the business point of view, VDI helps not only to make staff work more comfortable and efficient, but also enables to optimize costs. We can provide our staff with all necessary tools for their tasks to be executed wherever they are.”

**ALEKSEY KRYLOV,**  
DIGITAL SECURITY INFRASTRUCTURE  
ARCHITECT, EFES RUS

## RESULTS



Improved efficiency of staff performance due to the unified workspace with the possibility of **Bring Your Own Device**



Reduction in the costs for IT and licenses



Reliability and safety of processes and data, even during peak loads