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## **Pro-Duo improves reporting speed with new Proact infrastructure solution**

Proact is set to transform IT operations at Pro-Duo, an international specialty retailer and distributor of professional beauty supplies, by introducing enterprise-proven technology at its European headquarters in Ghent.

From the outset of this project, Pro-Duo's main goal was to improve performance and reduce management costs. Around 200 Pro-Duo stores, plus offices and warehouses across Europe, are largely dependent on the IT architecture at the Ghent headquarters. Consequently when this environment became outdated, Pro-Duo went looking for a replacement that could offer better performance. A fast system is essential for developers to test new innovations, for example, or for finance and marketing employees who regularly generate reports to gain insight into business performance.

When looking at all the options available on the market, the retailer chose a purpose-built solution from Proact which could deliver better data reduction without impacting upon performance. The new environment is fully redundant, meaning that in case of a failure, business operations are not impacted and can carry on as usual. In addition, the system is up to five times faster than before, greatly reducing the time it takes to generate reports. Initially 20 days were planned to migrate to the platform, but thanks to implementation services from experienced data centre and cloud provider Proact, the solution was ready to use within ten days. Now, Pro-Duo benefits from near-perfect availability with non-disruptive upgrades and maintenance periods.

Tom Debruyckere, Senior Server Infrastructure Engineer at Pro-Duo, says: "Proact immediately offered us an implementation plan which covered all the steps that had to be taken – this was highly convenient for us. The appointed Proact project manager made sure everything was steered in the right direction. There was zero downtime, which meant the business never even noticed the switch. Although management of the environment has become a lot easier, we can always rely on Proact's proactive 24x7 support if we need it."

"We were very pleased to hear Pro-Duo wished to extend its partnership with us. We look forward to further supporting Pro-Duo as the firm looks to centralize the IT environment step-by-step." says Sander Dekker, Business Unit Director Europe West at Proact.

### **For further information, please contact:**

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### **About Proact**

Proact is Europe's leading independent data centre and cloud services provider. By delivering flexible, accessible and secure IT solutions and services, we help companies and authorities reduce risk and costs, whilst increasing agility, productivity and efficiency. We've completed over 5,000 successful projects around the world, have more than 3,500 customers and currently manage in excess of 100 petabytes of information in the cloud. We employ over 800 people in 15 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), listed on Nasdaq Stockholm in 1999 (under the symbol PACT).

For further information about Proact's activities please visit us at [www.proact.eu](http://www.proact.eu)

### **About Pro-Duo**

Pro-Duo is part of Sally Beauty Holdings Inc. (NYSE: SBH): an international specialty retailer and distributor of professional beauty supplies with revenues of \$3.6 billion annually. Through the Sally Beauty Group, the company sells and distributes through over 4.700 stores throughout the United States, the United Kingdom, Canada, Puerto Rico, Mexico, Republic of Chile, Belgium, France, Ireland, Spain, The Netherlands and Germany. Pro-Duo offers more than 5.000 products for hair, skin and nails through professional lines such as L'Oréal, Schwarzkopf, Wella, Tigi, as well as an extensive selection exclusive brands such as Phytodess, Osmo, Jean Marin, XP100, Proxelli and Wunderbar.