

A fresh take on infrastructure delivers results for Drakes

Building a future proofed ICT solution for Australia's largest independent supermarket operator

As South Australia's foremost supermarket operator, Drakes decided to think differently when it sought to further enrich its leading retail experience.

Its strategy – to transform its end-to-end operations by establishing its distribution and logistics functions in house – meant doubling the business's warehousing and IT requirements.

It was this decision that prompted the company to partner with YourDC to take the retailer's ICT capability to a new level.



About Drakes Supermarkets

Established in 1974 with the purchase of its first shop, Drakes Supermarkets is the largest independent grocery retailer in Australia. Operating in over 50 stores across South Australia and Queensland, the family-owned company now has an annual turnover in excess of \$1 billion and employs over 5,500 staff.

Building for the future

With construction of its new \$125 million distribution centre underway, Drakes sought to overhaul its entire ICT platform as the existing on-site solution had become increasingly problematic with outages and inefficiencies causing costly disruptions and operational uncertainty.

A futureproof solution

Committed to supporting local suppliers, Drakes partnered with leading South Australian providers YourDC and Nuago to put in place a state-of-the-art, futureproofed ICT environment.

YourDC's solution prioritised performance and value alongside risk reduction, with dual-site diversity powered by dark fibre and premium connectivity.

Because Drakes faced tight timeframes for its new distribution centre, YourDC recommended the early deployment of its new digital platform, which saw the IT systems created and tested in advance. Once the distribution centre was ready, it was a simple connection change to bring the new environment online instantly.

YourDC and Nuago worked together with Drakes across the project to deliver a solution to serve Drakes' current and future needs. The business's operations are now underpinned by a diverse and robust IT solution that protects the retailer from power outages, fires, floods and cyber security attacks.

Leveraging the possibilities available within YourDC's infrastructure, Drakes is now looking to diversify its fibre pathways to further strengthen and secure its back-up power.

Drakes also valued the personal touch, responsiveness and depth of knowledge of the project team.

“Moving to an offsite digital infrastructure gave us the redundancy and performance we needed to operate efficiently. Plus, we had freedom of choice when it came to carriers. YourDC's solution has meant we've been able to instantly scale our primary capability and built in an additional layer of redundancy while avoiding long wait times and significant build costs. The early deployment meant we were up and running on day one — with zero downtime.”

Phillip Romano
IT Manager, Drakes Supermarkets

Real results for Drakes

- A transformed IT vision
- State-of-art, future proofed, highly secure solution
- Dual redundancy across two world-class data centre sites
- Business continuity — 100% guaranteed uptime and reliability
- Cost-effective build and ongoing maintenance costs
- Cost-effective connectivity via highly reliable dark fibre
- Simplified maintenance — 24/7 secure access to YourDC facilities
- Access to multiple internet providers for cost-effective connectivity and back-up

For more information on how YourDC can transform your ICT requirements, **visit [YourDC.com.au](https://yourdc.com.au) or email info@yourdc.com.au**