

**BETTER**

**SILVER**

## Italian jewelry manufacturer **Better Silver** embellishes its IT operations with a Syneto solution

### Overview

**Company:** Better Silver

**Location:** Italy

### The Challenge

- replace an old IT infrastructure with a consolidated solution;

- increase application performance;

- implement a fast and secure backup mechanism.

### The Solution

- **IT consolidation** with an all-in-one solution;

- **Increased performance** for resource-intensive applications;

- **Fast and reliable** automatic backups.

### Customer Profile

Better Silver is a leading European manufacturing group that designs, produces, and sells silver jewelry. The group's brands are Better Silver, Roma 1947, and U-77.

The company currently employs around 380 people and operates in 8 main offices, 4 of which are in Italy. It works with chain stores, wholesalers, and manufacturers and has over 3400 active customers from over 90 countries.

### The Challenge

Better Silver is a company that has always embraced new technologies, constantly investing in them, and embracing digital transformation.

The group was recently faced with the challenge of having to replace an old IT infrastructure, that had reached its physical expansion limits. When faced with the decision of choosing a new IT solution, the company knew that it needed more space for its data, but also better performance for its applications (including resource-intensive applications, like production software).

In addition to this, the company was aware of what an important asset its data represented and was looking for a solution that would help them achieve true data protection.

## The Solution

While looking for a new IT solution, the company has looked into several options, but the Syneto solution stood out, as it promised to cover all the company's IT and data protection needs.

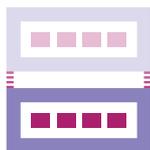
The new solution is faster than the previous IT infrastructure and offers enough space, as well as increased application performance. The Syneto products now efficiently run the company's various VMs - e.g. financial

software, production software, ERP, etc.

At the same time, the solution is "simple" and easy to use. The fact that it included thorough support and assistance services has also been seen as an advantage by Better Silver.

In terms of offering data protection, the new solution offers instant automatic backups, but also fast data recovery. The possibility of granular data restore has also proven useful and efficient.

*"Unlike the competition, Syneto does not offer a <<traditional>> hyperconverged infrastructure; in our opinion, Syneto has reinterpreted the concept, creating a solution that perfectly fits the (real) needs of manufacturing companies like our own, offering a great quality-price-performance ratio."* - **Paolo Bettinardi** - CEO, Better Silver



### IT consolidation

With an all-in-one solution that offers all the needed features and services.



### Increased application performance

For all applications, including resource-intensive software and databases.



### Data protection

With fast, reliable, automatic backups of all the data.

# syneto

Simplify • Accelerate • Protect

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Syneto creates technologies which Simplify, Accelerate and Protect IT operations. We take the latest, cutting-edge enterprise IT technologies and combine them with an incredible level of management simplicity and operational agility to deliver uncompromising simplicity, speed and security. A demonstration of how smart IT can be.

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