

West Marine Ensures its Data Won't Miss the Boat

"The total cost of ownership of Pervasive.SQL™ is the lowest of any client/server database management system (DBMS) product on the market. I simply cannot imagine attempting to install and support any competitive client/server DBMS at 258 remote locations. Plus, Pervasive's speed, scalability, ease-of-use and integration make it even more of a valuable solution for ensuring the reliability of West Marine's business data."

– Wayne Freeman, Retail Systems Application Manager, West Marine, Inc.

About West Marine, Inc.

Ask any marine enthusiast, and chances are they're not only familiar with the retail outlet, West Marine, Inc., but have depended on it to enhance their boating experience. With more than 258 stores throughout the United States, Puerto Rico and Canada, 3,500 employees, and approximately 50,000 boating-related products, West Marine has taken the top spot as the world's largest specialty retailer of boating supplies and apparel. Consumers also have access to West Marine's vast inventory, any time and anywhere, through the convenience of catalogs and the Internet. It's because of West Marine's impressive success and commitment to the customer that it has been named one of the Top 100 Specialty Retailers by Stores Magazine five years running.

Business Challenge

The success of West Marine's business depends on the reliability, speed and integrity of its business technology and data – most importantly the point of sale (POS) systems, the back office systems and the databases. However, the multi-engine-file-shared standard PC DBMS that the store systems were originally built on could not adequately safeguard against the corruption of critical data. Adding to the complications and concerns, processing against the old DBMS was so slow that West Marine often had to limit the quantity of updates that were sent to the stores at the end of the night. If the updates were still being processed in the morning or, worse, if the data was corrupted, store openings could have been delayed for hours. In the retail world, such a scenario – even on an infrequent basis-can be devastating to the overall bottom line.

Pervasive.SQL Business Solution

West Marine has converted its existing JDA Win/DSS POS and back office applications from the original DBMS to Pervasive.SQL 2000i, Service Pack 3 on 249 servers – servicing a total of approximately 1,400 client devices. Because it would have been extremely time-consuming, if not impossible, to visit each store and physically install the database, Pervasive® experts assisted in developing a method to push the installation of Pervasive.SQL from the server to the workstations. This enables West Marine to run an application on the server that installs the Pervasive.SQL server engines, configures them and launches the client installations in about 15 minutes – regardless of the number of clients.

Bottom Line

Since deploying Pervasive.SQL, West Marine feels confident that their data is integrated, readily available and reliable. For example, rebuilding a store's entire database, which used to take several days, is now completed in less than an hour. Also, all files are closed before beginning the end-of-day process, with each store's transaction information remaining at the store. In summary, Pervasive.SQL allowed West Marine to integrate key systems within their enterprise, minimizing logic changes to make the project feasible and allowing for rapid and easy deployment without sacrificing reliability or availability.

Now West Marine is secure knowing that with Pervasive.SQL, the business data that's most critical will remain protected, accessible and a valuable component of the company's continued success.



About Pervasive Software®

Pervasive Software is a leading global data-management company powering the success of application developers by providing solutions that deliver the industry's best combination of performance, reliability and low administration costs. Pervasive's strength is evidenced by the size and diversity of its customer base, serving tens of thousands of customers with hundreds of thousands of end-users in nearly every vertical market around the world. Founded in 1994, Pervasive sells its products into more than 150 countries and is based in Austin, Texas, with offices in Europe.

For more information

To learn more about Pervasive Software and our solutions, please visit www.pervasive.com. To reach the North American sales office, call **1.800.287.4383, extension 2**. For Latin, Central and South America, Australia and New Zealand, call **+1.512.231.6000**. In Europe, for Belgium, France, Germany, Italy, Luxembourg, The Netherlands, Spain, Sweden, Switzerland and the United Kingdom, call **+800.12.12.34.34**. For any other European, Middle Eastern, African or Asian countries (excluding Japan), call **+32.70.23.37.61**. For Japan, please call **+81.3.3293.5300**, or visit www.pervasive.co.jp.

