2008 VISIONARY AWARD

Mexico Visionary

symantec™

GRUPO ELEKTRA
Manuel González

Career Highlights
- Appointed CIO of Grupo Elektra in 1996
- Executive roles in Finance and Human Resources at Grupo Elektra, 1989-96
- 10 years at CYDSA, serving in several roles in Finance

Education
- M.S., Operations Research and Finance/Administration, Instituto Tecnologico y de Estudios Superiores de Monterrey
- B.S., Universidad Autonoma de Nuevo Leon

Key Accomplishments
- Centralization of IT systems across many disparate business units
- Alignment of policies and operational best practices across the company

Trends to Watch
- The use of technology to develop new synergies between retail sales and consumer finance
- Automation and standardization for greater efficiency in the data center

High availability of systems and applications is business critical for almost any company and can become very complex for a firm involved in a variety of businesses. Grupo Elektra, which operates specialty retail stores and mass-market banks and brokerages in eight Latin American countries, faced its share of complexity in that regard. Enter 2008 Mexico Visionary and CIO Manuel González, whose team implemented a strategic solution to address a unique set of challenges.

González and his team standardized on Veritas Storage Foundation with RamSan solid state disks to accelerate databases, SANs, batch processes, and other intense applications in Grupo Elektra's Microsoft Windows and UNIX environments. His team also relies on Veritas NetBackup and Symantec Backup Exec for backup and recovery. Symantec Consulting Services assisted with implementation, with help from Symantec Partners High Performance Consulting Group and PYRESIA, and Symantec Education Services provided training services.

Grupo Elektra has seen impressive results since implementing the Symantec solutions. Response time on critical applications has been improved by approximately 70 percent, resulting in increased revenue through a higher rate of completed online transactions. The staff time required for some batch processes was reduced by more than 80 percent. Over a longer term, standardization on these solutions has enabled storage management and backup operations for all business units to be centralized, resulting in significant savings in physical facilities and staffing requirements.

Grupo Elektra