

# RELEX Solutions

**Europe's fastest growing developer of retail & supply chain planning solutions**

Confidential



# Our Founders



**Michael Falck**

President, N.A.  
M.Sc. (Tech.)

**Johanna Småros**

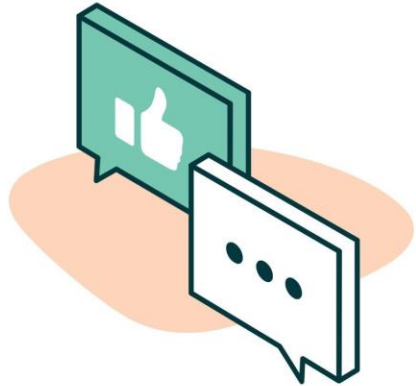
Chief Marketing Officer  
D.Sc. (Tech.)

**Mikko Kärkkäinen**

Group CEO  
D.Sc. (Tech.)



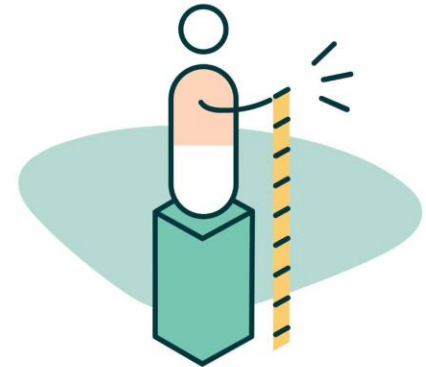
# Staying true to our core values



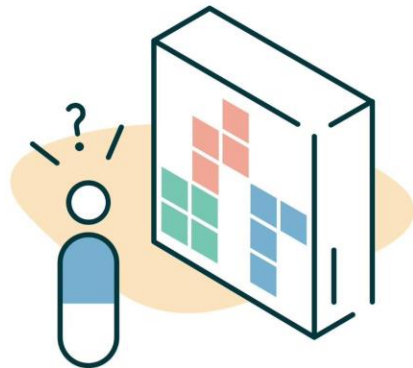
**Colleague is a friend**



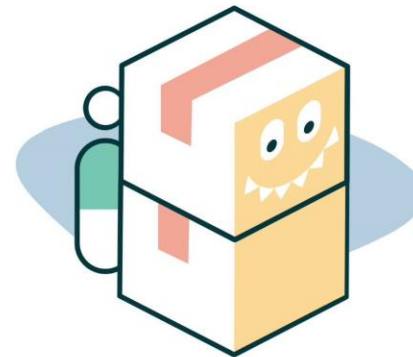
**Customer is a friend**



**We provide measurable value**



**Put an end to stupid things**



**Life is supposed to be fun**



# SELL MORE. WASTE LESS.

Our integrated retail and supply chain planning software optimizes and automates your space, assortment and replenishment based on accurate forecasts on store/day/item level.



[www.relexsolutions.com](http://www.relexsolutions.com)





# RELEX Solutions

## Who are RELEX customers?

- RELEX customers include retailers, wholesale companies, and consumer packaged goods manufacturers
- Big international organizations who have typically hundreds of stores each having tens of thousands of products in assortment.

## What do we provide for them?

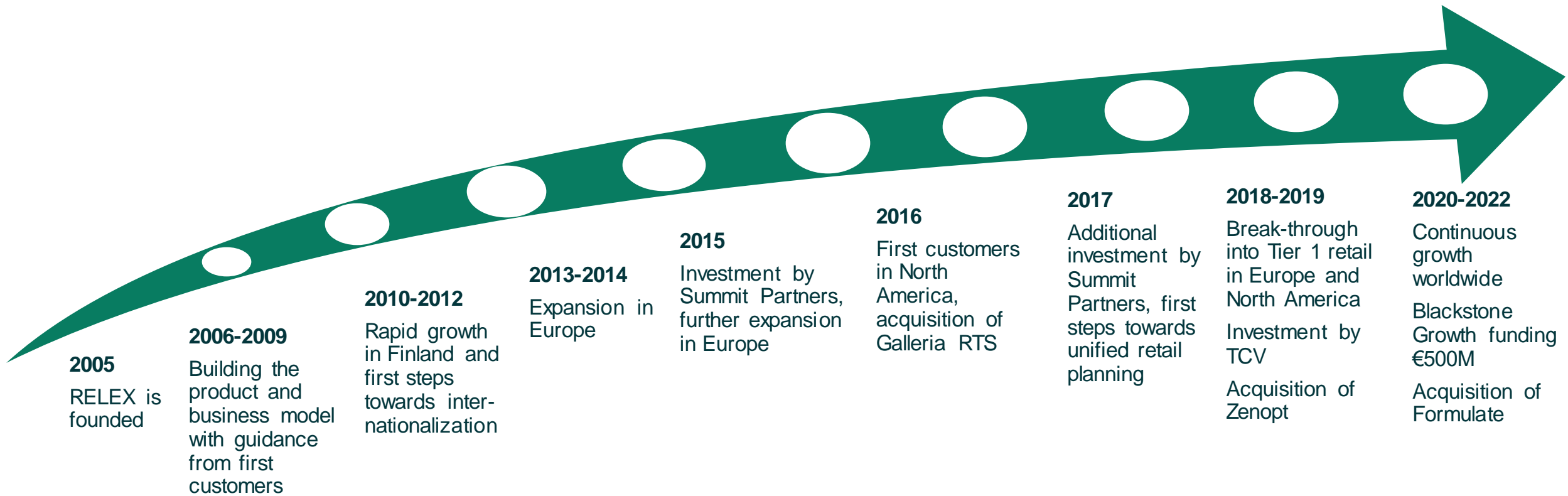
- Align and optimize demand, merchandise, supply chain, and operations planning across the end-to-end value chain.
- Low-risk business model with ability to measure attainable value up-front and deliver on time and in budget



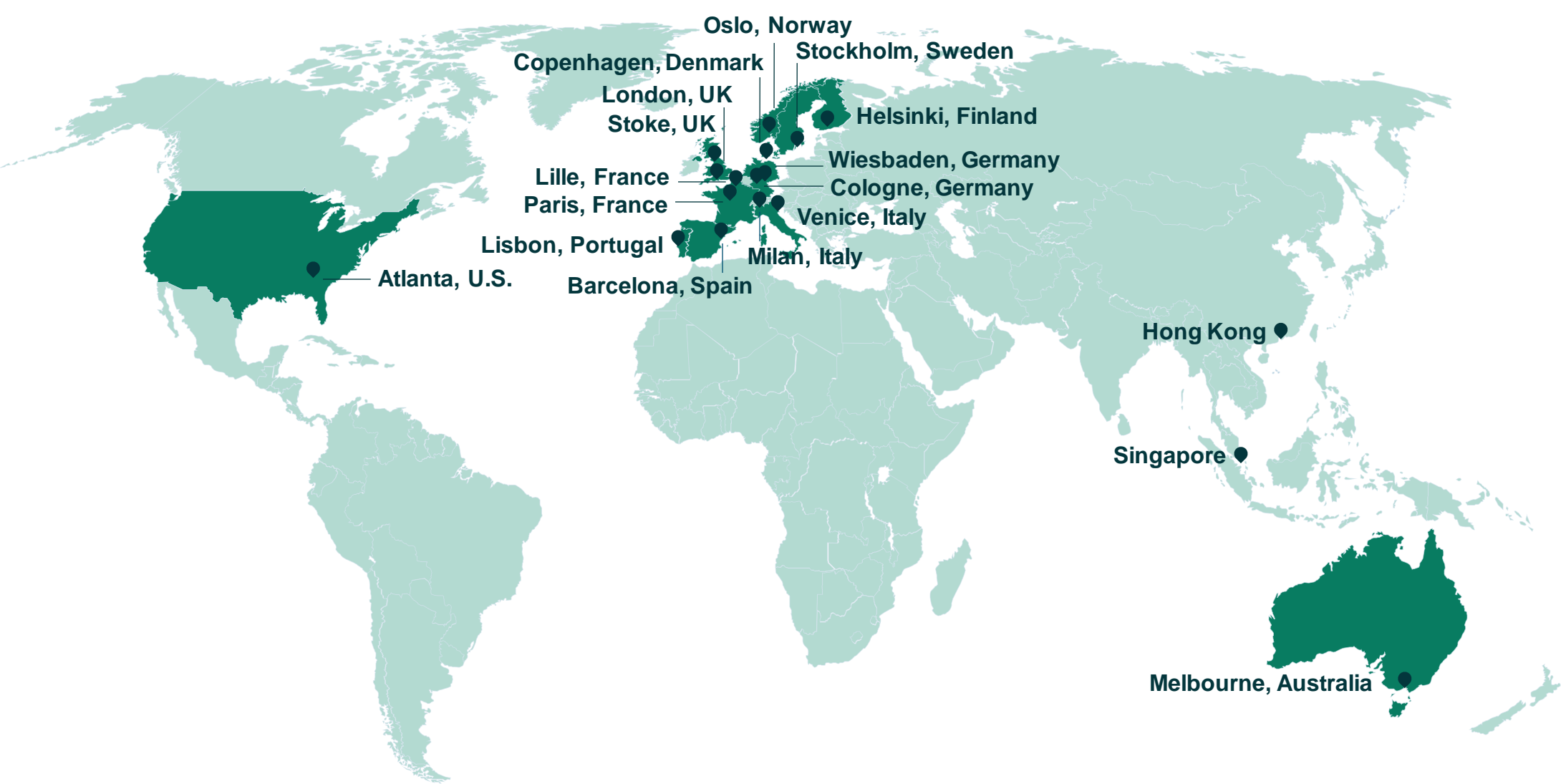
the companies of  
**DELHAIZE  AMERICA**



# The Story of RELEX Solutions



# Locations of our 21 offices



# What it takes to facilitate all of that?

- Technology function with ~400 employees
- Private cloud architecture with hundreds of servers
- Servers operate a myriad of functions, but the most important ones performing calculations that provide our customers the data to optimize their supply chains
  - High SLAs, reliability is key.
  - Nobody can be expected to know how a random server should be configured
- The scale necessitates two things:
  1. High degree of automation
  2. The ability to concentrate on the scale, not individual servers
- To achieve these, we leverage Ansible and RHEL as much as possible





# What happens next?

- Event-driven Ansible allows us to develop watchdogs and provide interfaces to other stakeholders
- Leveraging Red Hat Insights to remove the monitoring burden from our servers
- Looking into Red Hat Image Builder



**Questions?**





# Thank you!



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