

CASE STUDY

LVMH GROUP, SHANGHAI: **5 ½ WEEKS**

Thanks to Datwyler, the LVMH Group was able to put two new data centres into operation in its Shanghai sales and logistics centre – in record time.

The listed LVMH Moët Hennessy – Louis Vuitton SE, headquartered in Paris, is the global leader in the luxury goods industry. The group holds the rights to 75 different brands, which are sold in around 5,000 stores in about 80 countries. The company is also active as an art auctioneer and in publishing.

As a global market leader, since its founding in 1987 LVMH has pursued a business model that is based on the vision of “promoting creativity and excellence” and characterized by dynamic growth. This model drives the group’s success and ensures it a promising future.

New sales and logistics centre

In Shanghai the French luxury giant is currently building the largest sales and storage platform for cosmetics in the Asia-Pacific region. The new building is located in the Xinzhuang industrial zone in the Minhang district. It will serve as the LVMH Group’s central packaging, sorting and distribution base for the high-end cosmetics and perfumes it sells through its e-commerce platforms.



In recent months a high-performance IT infrastructure has been created in the building complex. It forms the basis for all business processes – from online sales to goods storage and sorting to packaging and delivery. The integration of these processes ensures a stable sales network and logistics system.

A central component is a highly available, fail-safe data centre. It was installed in two locations on the first and third floors of the new building, ensuring a reliable and stable network environment for the entire warehouse operation platform. The two data centre solutions come from Datwyler.

Plug-and-play solutions for the data centre

In April 2023 Datwyler received the order to supply the required IT infrastructure for the two data centre locations. Based on the drawings provided by main contractor, the Datwyler team in Taicang designed and pre-assembled two mini data centres for LVMH in order to be able to deliver tailor-made end-to-end solutions that enable plug-and-play operation on site.





This included the integration of various systems such as power distribution, air conditioning, UPS and batteries as well as monitoring and Cat.6_A cabling.

Commissioned in record time

The project schedule was a real challenge. After the order was placed, the Datwyler team only had about a month to convert all of the customer's requirements into finished solutions and make them available on time. They were installed within a week at the end of May 2023 and handed over to the end customer at the beginning of June.

Thanks to close coordination with the customer it was possible to adhere to the ambitious schedule. So it is not surprising that those responsible at LVMH are very satisfied with the result.

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