



| Medifast Case Study

for more than two decades

Medifast has been working to help customers become healthier, happier, and more hopeful through safe, simple, medically formulated meal replacement products for both weight loss and maintenance. With 860 employees and millions of orders to date, a system like Dynamics NAV Enterprise Resource Planning was a must, and ArcherPoint, a Microsoft Partner with a long standing reputation for providing comprehensive business support at every level, handled their NAV deployment and support. With a live database size that was quickly creating block-age issues, a new solution had to be found, and Medifast with ArcherPoint discovered that SQL Perform has already made that solution available.

we are happy

with the wins achieved as this is a perpetual process and will be repeated regularly so that we stay on top of the database growth issue and keep the system healthy and slim for the next years to come. If we let the system grow we would need to look at replacing it with tier one types of expensive products. This way, we can extend the life of NAV without frequent, expensive upgrades.

SQL Perform achieves

23%

reduction

in Live Data for Medifast!



Identifying the need.

Since 1980, Medifast has been creating, producing, and distributing their products through four different channels. They also have four different wholly owned subsidiaries. With electronic data of that size, the historical data, at some point, is just too large to keep and maintain both from resources point of view as well as from a performance standpoint. The larger and more successful your company becomes, the more data you have on hand. Adding data means the need for additional resources as well as lengthy performance time. While Medifast could have used ArcherPoint to deploy a SQL feature called Data Compression, it would only have dealt with half of the issue – the resources side of things. It doesn't actually look at the quantity and weight of that data on the system.

“Medifast is a very active user of Dynamics NAV. With their high volume of customer sales, constant transfers between warehouses and daily manufacturing processes, their database was rapidly increasing in size. In some cases, the database size began to impact the transaction time of daily processes,” said Greg Kaupp, managing director of ArcherPoint. As a result, archiving the data became an absolute must. Medifast needed the data available to meet legal and fiscal requirements, but wanted to keep the production database as small as possible to keep a clear, operational picture in an ongoing manner.



A Growing Issue.

Just as SQL Perform was brought into the picture, Medifast had a database that was using 374 GB. Within just a few months after the initial review, the size had already ballooned to close to 500 GB. SQL Perform was brought into the picture because we continually provide cost-effective and dedicated performance solutions across global boundaries. Sitting in a unique niche market, SQL Perform offers a range of products and associated services that help enhance business performance for companies just like Medifast on a daily basis.

Creating a Comprehensive Solution.

To meet Medifast's needs, SQL Perform recommended the Archive-Tools suite they developed. The benefits to Medifast included the fact that the original data is never deleted, visibility remains simple, the undo function allows users to revert archiving runs, T-SQL

function is fast, execution is possible within the same transaction (which makes rollback possible in case of system failure), traceability is built into the system, and any NAV table can be archived from the base application to the add-on or customized tables.

Working Together.

SQL Perform worked closely with Medifast at all stages of the project while ensuring ArcherPoint was a valuable part of the process throughout to help make certain the ongoing needs of Medifast could be met after the SQL Perform solution was already in place.

"This is not a tool, it is project method. SQL Perform has led us properly through the duration of the project, from early Proof of Concept stages, to User Acceptance Testing, followed by Deployment in Production," said Aydan Golaszewski, the archiving project manager at Medifast.

” The archiving process was completed with a minimum disturbance to daily processes

The results were nothing short of amazing. Medifast was able to reduce their live data by 120 GB, archiving more than 295 million records in the process. By the end of 2013, they plan to archive another 70 million records, reducing the system size by another 50 GB. The process will be repeated on a yearly basis to help keep future problems to a minimum.

ARCHIVING -TOOLS // BENEFITS FOR MEDIFAST



- | Never deletes but moves redundant original data
- | Shortens the transaction time of daily processes
- | Keeps the system healthy and slim for years
- | Extends the life of NAV without frequent, expensive upgrades
- | Traceability is built into the system

this is not a tool, it's a project method!

Reviews.

The success of a project can often only be defined by the day to day users, and even there, SQL Perform's work meant a solution that truly worked. "The archiving process was completed with minimum disturbance to daily business processes," said Beth Graham, one happy Medifast user. "I wish we'd agreed to archive even more," mentioned another user. A third added, "It's great that we don't have to scroll through old data."

"We are happy with the wins achieved as this is a perpetual process and will be repeated

” We stay on top of database growth issues

regularly so that we stay on top of the database growth issue and keep the system healthy and slim for the next years to come. If we let the system grow we would need to look at replacing it with tier one types of expensive products. This way, we can extend the life of NAV without frequent, expensive upgrades," said Carol Brown, Director of IT Corporate Applications and Support at Medifast.