



## Enhancing Service Delivery Both In-store and Online for a Clear View of Customers

Established in 1930s, Opticas Devlyn is a family-run optician service and eyewear retailer headquartered in Mexico City. With 1,500 stores throughout Mexico, it is one of Latin America’s largest and best-known optical retail chains. Committed to increasing the quality of life for its clients by improving their eyesight, Opticas Devlyn wants to continue enhancing service delivery both in-store and online. The recent pandemic accelerated the deeper integration of e-commerce into its working practices and its SAP ERP solution, and the company continues to evolve towards an omni-channel vision. To enhance service delivery both in-store and online, Opticas Devlyn runs its critical systems on Lenovo ThinkSystem SR650 V2 servers powered by 3rd Gen Intel® Xeon® Scalable processors.

“Reliability and high performances are crucial for our information Systems. When we complete a sale in our point of sale [POS] system, the information flows immediately through our ERP system and out to our strategic partners so that we can achieve high speed but also great quality. During the past 18 months, we’ve reduced transaction times by about 32%.<sup>1</sup>”

**Ymir Castor, IT Lead, Grupo Devlyn**

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**Industry**  
 Retail

**Organization Size**  
 1,001-5,000

**Country**  
 Mexico

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<sup>1</sup> For more complete information about performance and benchmark results: <https://www.intel.com/content/www/us/en/customer-spotlight/stories/opticas-devlyn-customer-story.html>