

# Eurosonic Group Ltd ensures continuous nationwide retail operations by building a hyperconverged IT infrastructure around **StarWind HCI Appliance (HCA)**



## About the company

Eurosonic Group Ltd (ESG) is a UK-based specialist supplier of homeware, kitchenware, and electrical products. Founded over 40 years ago as a small family-run business, today ESG serves many of the country's largest retailers as well as thousands of independent stores nationwide.

## Industry

Retail

## Location

EMEA (United Kingdom)

## Contact Person

IT Manager

*"High availability and StarWind are working perfectly. The individual servers just moved to 2 physical servers with a Hyper-V failover cluster, which is a massive improvement compared to the old infrastructure."*

IT Manager

## Challenge

Before deploying StarWind HCI Appliance (HCA), Eurosonic Group Ltd relied on a standalone server setup that could no longer meet business needs. The environment lacked proper high availability (HA), which increased the risk of downtime and service disruption. As the company grew, this limitation became more visible and harder to ignore.

Building HA with the existing setup would have required complex changes, additional hardware, and higher costs, without a clear path to success. The IT team was looking for a solution that would support a Hyper-V Failover Cluster and ensure continuous operations without unnecessary complexity or risk.

## Solution

Eurosonic Group Ltd selected StarWind HCI Appliance because it allowed the company to move to hyperconvergence and consolidate individual servers into two physical servers running a Hyper-V Failover Cluster. HA is now fully implemented and works seamlessly. The environment is stable, reliable, and easy to manage.

StarWind solved the core limitations of the old setup by providing shared storage and clustering without added complexity. The resulting infrastructure fully satisfies all technical and operational requirements. The system runs smoothly, and the IT team reports no issues. Overall, the company considers StarWind HCI Appliance a great solution.