

**Toga Far East (TFE) Hotels** is a leading hotel operator across Australia, New Zealand and Europe with over 10,000 apartments and hotel rooms. To accommodate the demands of an expanding business, TFE Hotels needed to review, enhance and increase its storage capabilities in order to migrate a new division into its data centre. TFE Hotel's existing legacy disk was outdated and could no longer perform at a level that would meet the organisation's increasing needs. Since installing an all-flash array from Pure Storage, TFE Hotels has seen a drastic reduction in costs, streamlined back-end operations and enhanced companywide productivity.

**BUSINESS TRANSFORMATION**

Significant cost savings from both energy expenditures and reduction in physical footprint (reduced from 22 RU to eight), 10-15 times faster back-end operations resulting in increased productivity and greater IT staff productivity.

**GEO**

Australia

**INDUSTRY**

Hotel and leisure

“As a small IT team without a high technical skill set, the fact that the Pure Storage FlashArray just runs, and also the experience we have had with their support, has been fantastic.”

Nicholas Bell, *IT Manager*

**TOGA FAR EAST HOTELS TURNS TO PURE STORAGE FOR PERFORMANCE EDGE AND RELIABLE SUPPORT FOR GLOBAL GROWTH**

TFE Hotels is recognized internationally as a leading operation and developer of hotels, setting new high standards for industry benchmarks. The company's commitment to high standards extends to its IT department, whose main goal is keeping systems functioning at peak-performance.

TFE Hotels needed to review, enhance and increase its storage capabilities in order to migrate a new division into its data centre. TFE Hotel's existing legacy disk was outdated and could no longer perform at a level that would meet the organisation's increasing needs.

After evaluating a variety of options, the high performance, ease of management and reliability of the Pure Storage FlashArray™ made it an easy choice for TFE Hotels.

“We operate a lean IT team without storage specialists, so ease of management and simplicity of the system were key in our decision. By choosing Pure Storage flash, we eliminated disk performance issues, and with the reliable support infrastructure that Pure provides the selection was simple,” said Nicholas Bell, IT Manager at TFE Hotels.

Another factor in the decision to choose Pure Storage was the ability for TFE Hotels to “future proof” their storage investment. Bell said whilst the benefits of flash were clearly advantageous, it was important for TFE Hotels to see proof-of-concept when making the decision to migrate from mechanical disk. “Pure Storage's no-cost proof-of-concept was another big factor in our decision. The ability to test the arrays before purchasing allowed us to make sure it was the right fit,” said Bell.

Previously, TFE Hotels had to do a total overhaul of its SAN every four years. The Pure Evergreen™ Storage program eliminates this necessity by guaranteeing non-disruptive upgrades to controllers for as long as the equipment is under maintenance contract.

**COMPANY:**

Toga Far East (TFE) Hotels  
[www.tfehotels.com](http://www.tfehotels.com)

**USE CASE:**

- VDI

**CHALLENGES:**

- The storage area network (SAN) was outdated.
- The expanding business needed to increase its storage capabilities.
- The small IT team lacked a storage specialist.

**IT TRANSFORMATION:**

- Pure Storage eliminated the management complexity for TFE's lean IT team.
- Pure Storage reliability has allowed the IT team to focus on other areas.
- There is no lost revenue with the SAN overhaul every 4 years.
- TFE Hotels has seen a drastic reduction in the physical footprint of its data centre.

**PURE ELIMINATES MANAGEMENT COMPLEXITY**

Since implementing Pure Storage FlashArray™, TFE Hotels has seen a drastic reduction in the physical footprint of its data centre, cutting its SAN footprint from 22RU to just eight. The smaller footprint of its hardware also meant a decrease in TFE Hotels' data centre energy consumption, saving power and reducing the cooling required.

Bell said performance, compared to the legacy system, was like chalk and cheese. In addition to performance, one of the biggest benefits from implementing Pure Storage is that it has eliminated the management complexity for TFE's lean IT team.

The array supports Australia and New Zealand operations running the most critical applications for the broader business and the reliability of Pure Storage has allowed the IT team to focus on other areas. Bell has also found the Pure Storage support team to be exceptional, "As a small IT team without a high technical skill set, the fact that the Pure FlashArray just runs, and also the experience we have had with their support, has been fantastic."



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