



About Customer

New Zealand-based Booster has been delivering financial services for more than 20 years. The company invests in New Zealand companies of all sizes and supports research and technology breakthroughs that are critical to the country's economic success.

www.booster.co.nz

Geo

APJ

Industry

Financial Services

Solution Area

Modernize Data Protection
Accelerate Core Applications

Products in Use

Pure Storage® FlashArray//X
Pure1®

Innovation Drives Lifelong Service to Customers

Booster's 130,000 members rely on the wealth management and investment company to deliver custom financial solutions that help them play an active role in their financial future—from savings plans for young adults to home purchases, life insurance, and retirement strategies.

To support a growing customer base and meet demands for more digital services, Booster needed to address its complex legacy storage system. Infrastructure Manager Michael Clarkson turned to Pure Storage for rich features and streamlined management. As a result, the firm can put its focus back where it belongs—on delivering value to customers.

The security, reliability, and management simplicity of Pure let us concentrate more on delivering value to our customers, wherever they are on their life journey."

MICHAEL CLARKSON,
INFRASTRUCTURE
MANAGER, BOOSTER

Impact on Booster



Lets IT team focus on building and delivering new services to customers



Enables new ways to use data and AI for personalized customer experiences



Supports security and compliance requirements

Challenges



Legacy storage system was complex and time-consuming to manage



Better performance and scalability needed to support more digital services



DR solution required in case of ransomware attacks or natural disasters

Results



Simplified, automated storage management saves IT time



2x faster processing of daily and monthly transactions



Robust DR strategy enhances security and speeds recovery of customer data

Technology as a Path to Customer Success

From offering mobile services to managing investment profiles to keeping apps secure when customers submit biometric verification to sign up for an investment plan, technology is the way forward at Booster.

Clarkson's job is to ensure Booster's technology keeps pace with the company's evolving product and service portfolio. However, the company's existing storage system consumed a lot of IT staff time and was beginning to show performance and capacity limitations. Clarkson looked for a new storage solution that could provide the features and performance Booster required, while also enabling the company to comply with data security and availability regulations.

The Right Solution and Peace of Mind

Booster replaced its Dell storage system with Pure. Pure [FlashArray//X](#) supports all its internal and customer-facing applications, including the company's mission-critical trading platform, multiple Microsoft SQL Server databases, and websites.

"The difference with Pure is like night and day," Clarkson says. "It's easy to manage, performs reliably, and there's seemingly endless capacity—even as we add new customers, deliver new services, or spin up development environments."

Clarkson notes that [Pure1](#) makes management even easier. "The automation features of Pure1, and the fact that I can manage the Pure arrays from my phone, make it a key feature," he says.

Performance has also improved significantly. For example, daily and monthly fee processing for hundreds of thousands of client transactions is now completed twice as fast.

Booster uses [ActiveDR™](#) replication to protect against catastrophic outages—an important feature in earthquake-prone New Zealand—and FlashArray™ snapshots to quickly recover data in the event of a ransomware attack.

Turning the Focus to New Services for Customers

With less time spent managing storage infrastructure, Clarkson and his team are free to focus on proactively delivering highly customized services and advice.

Clarkson concludes: "The security, reliability, and management simplicity of Pure let us concentrate more on delivering value to our customers, wherever they are on their life journey."

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800.379.PURE

