



#### About Customer

Leading cloud computing service provider Cloud Magna keeps information safe and available, bringing together work teams, systems, apps, and tools for businesses of all types and sizes.

[www.cloudmagna.com](http://www.cloudmagna.com)

#### Geo

LATAM

#### Industry

Service Provider

#### Solution Area

Enable Multi-Cloud  
Accelerate Core Applications  
Modernize Data Protection

#### Products in Use

Pure Storage® FlashArray//X™  
Pure Storage FlashArray//C™  
Pure1®

#### About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloud-like capabilities with superior data protection and business continuity.

[www.veeam.com](http://www.veeam.com)

**VEEAM**

# Powering the Cloud with Speed and Security

Cloud Magna has created a reputation for itself in Mexico as a cloud provider that delivers best in class infrastructure and security with top-quality service for industries including government, healthcare, and the private sector.

By partnering with Pure Storage, Cloud Magna is future-proofing its services with all-flash storage that delivers better performance, reliability, and security, including Pure's SafeMode™ snapshots for strong data protection. This leads to more innovation, greater customer satisfaction, and continued company growth.

## Turning Quality Service Into Growth

Cloud Magna works with diverse clients across industries, but its approach to all customers remains the same: aiming to deliver services that meet each customers' unique needs.

"We pride ourselves on being a service company that puts ourselves in our clients' shoes," says Victor Caballero, Vice President at Cloud Magna. "The challenge for us is making sure we innovate every day to have the solutions, services, and support ready to meet those needs."

"We chose Pure for the same reasons we might buy a car: safety, speed, and reliability that takes us into the future."

**VICTOR CABALLERO,**  
VICE PRESIDENT,  
CLOUD MAGNA

## Impact on Cloud Magna



Delivers lightning-quick and stable cloud services for customers



Empowers teams to enrich customer experiences and drive growth



Minimizes data center footprint for leaner, greener operations

## Challenges



Modernize storage to deliver boutique-level cloud services



Ensure quality and uptime at critical moments for customers



Enhance ransomware and malware security across the data center

Cloud Magna has seen 100% year-over-year growth since its inception, and the company has built a reputation for offering high reliability and fast response times. As a cloud service provider, storage plays a key role in keeping services highly responsive and reliable.

“Today everyone who sells cloud services or virtualization services depends one hundred percent on storage,” Caballero says. Cloud Magna began looking for a storage technology partner that could help it grow while supporting its goals for growth and strong customer service.

## Protecting Data in the Cloud

Cloud Magna found the storage partner it was searching for with Pure Storage. “We chose Pure for the same reasons we might buy a car: safety, speed, and reliability that takes us into the future,” says Caballero. “We see Pure more as collaborators, always ready to work with us any time, day or night, to help us support our operations.”

Cloud Magna consolidated a petabyte of storage from two full racks into just two rack units for a leaner and greener data center. Today, Pure Storage FlashArray//X supports primary operations, including SQL Server, Oracle, and SAP HANA databases. Pure Storage FlashArray//C provides a reliable platform for Cloud Magna’s data protection strategy, including Veeam backups and Pure’s SafeMode snapshots.

“I would say that 80% of our security strategy relies upon Pure’s SafeMode snapshots, as they provide protection against ransomware and malware to keep our customers’ data secure,” says Caballero.

Pure1 streamlines storage management and delivers proactive monitoring for the entire Pure Storage environment. “I don’t need staff providing 24/7 coverage because Pure1 notifies us of potential faults before they can become major issues,” says Caballero. “Our team can spend more time supporting the technological innovations that have helped our company grow.”

## Unleashing the Full Potential of Customer Service

Businesses today need to be constantly innovating. With future-proof storage from Pure Storage, Cloud Magna can focus on delivering innovative services for better customer satisfaction.

“Pure Storage gives us the luxury to offer faster, more robust storage than the competition,” says Caballero. “We have the peace of mind that Pure will not let us down in critical moments—peace of mind that we pass on to our customers.”

## Results



Boosts data center performance by proactively monitoring storage



Gives customers peace of mind with future-proof cloud services



Improves data protection and recovery with SafeMode Snapshots

[purestorage.com](https://purestorage.com)

800.379.PURE

