



#### About Customer

DataHub offers over a decade of experience providing co-location, hosting, and premium data center services as well as in-country cloud services to local enterprises in Nepal. The company supports local businesses as a key enabler of digital solutions.

[www.datahub.com.np](http://www.datahub.com.np)

#### Geo

APJ

#### Industry

Technology

#### Solution Area

Accelerate Core Applications

#### Products in Use

Pure Storage® FlashArray™//X  
Pure1®

# DataHub Boosts Performance and Consistency with Pure

DataHub was founded 12 years ago with a plan to be the first in Nepal to provide data center and cloud services. The company overcame the challenges of educating customers on data centers and cloud services, but was faced with issues of performance, latency, and high OPEX costs associated with customer deployments.

Modernizing its legacy storage system was the only option, according to Deepak Shrestha, Founder Member and Managing Director at DataHub Pvt Ltd. To do this, he chose Pure Storage FlashArray//X. "The partnership with Pure Storage has been a fruitful journey and is helping us expand our business," says Shrestha.

"DataHub improved data center operations and cloud services with Pure's performance, agility, and consistency. This resulted in a lot of happy customers."

**DEEPAK SHRESTHA,**  
FOUNDER MEMBER AND  
MANAGING DIRECTOR,  
DATAHUB PVT. LTD

## Impact on DataHub



Gives DataHub a first-mover advantage over competitors



Provides greater efficiency and performance for customers



Enables DataHub to support more mission-critical workloads

## Challenges



Modernize existing legacy storage system



Reduce total cost of ownership



Improve cloud agility and performance

## Results



2x performance improvement across data center and cloud services



Simplified storage deployment



Lowered overall OPEX due to reduced space, power, and cooling requirements

DataHub provides co-location, hosting, premium data center services, and in-country cloud services to local enterprises in Nepal. Overcoming initial challenges of customer confidence and working with vendors on software-defined storage, the company wanted to modernize its storage system to meet the growing needs of enterprises for as-a-service infrastructure platforms.

Deepak Shrestha, Founder Member and Managing Director at DataHub, manages the data center and cloud businesses. After careful evaluation of several vendors, Shrestha replaced DataHub's existing storage with Pure Storage FlashArray//X.

## Latency Gone, Game Changer Solution On

FlashArray addressed DataHub's IOPS and latency challenges, and delivered the ease of deployment, performance, reliability, cloud agility, and simplified storage management Shrestha expected. This was a game-changer for DataHub as the only Pure Storage partner in Nepal. Pure also demonstrated a clear understanding of DataHub's business and needs for profitability and consistent, efficient operations.

A pilot ran for a month with Pure's all-flash 100%-NVMe technology-enabled ultrafast performance. This doubled performance and provided high data efficiency with Pure's deduplication and compression. It also improved security and lowered overall OPEX due to reduced space, power, and cooling requirements. The API-driven platform offered seamless integration with the CloudStack platform, and Pure1 ensured simplified management and predictive support for the high uptime critical to DataHub's customers.

## Driving Business Growth

Pure Storage now supports multiple enterprises hosting VMware environments, as well as various application and database workloads for customers such as a manufacturing company running SAP HANA, more than 5,000 cooperative banks, and one of the largest insurance companies in Nepal.

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## The Future

Looking ahead, DataHub plans to offer faster rollout of services with simplified storage deployment. Storing more customer data with less physical space will improve the return on investment and enable DataHub to support more customers with mission-critical workloads that demand high performance, high availability, and security.

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

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