DC BLOX

Connecting Local Customers on a Global Scale

DC BLOX builds and operates datacenters to serve the IT needs of businesses in the Southeastern U.S. Clients include many life sciences companies looking to contribute to and make their mark on the global research stage. But first, they need to connect to a high-speed regional network and local infrastructure – and then to the rest of the world.

To power this and accelerate local economic growth, DC BLOX selected Pure Storage® FlashBlade® delivered via the Pure as-a-Service™ subscription model. The infrastructure provides fast, secure, and resilient data pipelines that can adeptly handle massive genomic workloads, while allowing DC BLOX to keep prices competitive and continue its expansion.

> "Pure lets us focus on providing clients with the storage, connectivity, and cloud infrastructure they need to operate and compete throughout the U.S. and worldwide."
>
> **CHRIS GATCH,**
> CHIEF TECHNOLOGY OFFICER, DC BLOX

Impact on DC BLOX

Allows DC BLOX to offer competitive pricing for data-intensive workloads

Bolsters regional economy with expansion of new datacenters

Empowers local companies to connect and collaborate on a global scale

Challenges

High demand for storage and cloud capacity for unstructured data workloads

Customers need access to high-performing infrastructure to compete

CAPEX approach to building out datacenters hampers performance and management

Results

Provides on-demand, scalable infrastructure quickly and affordably

Scalability to grow and support local companies competing in global markets

Modern and agile infrastructure with simple, non-disruptive upgrades

Split-second Access to Data

It's not unusual for life sciences researchers to collaborate globally. To do this effectively, they need split-second access to massive volumes of information stored in specialized equipment and databases. But without the right underlying infrastructure – a typical genome center, for example, can generate six petabytes of data a year – researchers can spend a lot of time waiting.

"My goal is to have an infrastructure that maintains the scale and velocity our clients need as data increases in volume and complexity," says Chris Gatch, Chief Technology Officer at DC BLOX. "We want to empower them to do great work as cost-effectively as possible."

As DC BLOX continued to expand its datacenter offerings to serve the region's booming life sciences sector, Gatch decided to move away from the traditional storage model that requires ongoing investment in capital and disruptions every few years for upgrades.

Farewell to Expensive Everything

DC BLOX selected FlashBlade for unified fast file and object storage, delivered via Pure as-a-Service. Together, they provide the performance and capacity needed to process large genomic workloads with the pricing flexibility that reflects actual consumption. Gatch also signed up for Pure's Evergreen Storage™ subscription, which allows DC BLOX to upgrade with no disruptions and expand its Pure Storage infrastructure when needed.

"We typically grow our datacenters in increments of 10,000 square feet," says Gatch. "Pure lets us add capacity on demand in a modular fashion, which means we can gradually fill each increment without incurring the disruption and cost of a forklift upgrade every few years."

DC BLOX can pass on these advantages to customers, who can focus on their research instead of allocating precious resources to managing storage infrastructure.

The simplicity of Pure means no administrative burden for the DC BLOX cloud team, either. "Pure Storage is so well engineered that we no longer have to deal with much day-to-day maintenance," says Gatch.

Helping Local Companies Connect Globally

The DC BLOX team now has the infrastructure and resources it needs to continue its impressive growth, including the launch of new datacenter facilities in the region.

"In our case, expanding our datacenter footprint is actually a good thing," says Gatch. "Pure lets us focus on providing clients with the storage, connectivity, and cloud infrastructure they need to operate and compete throughout the U.S. and worldwide."

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PS2099-01 07/2021