



About Customer

Farm Bureau Insurance of Michigan provides life, home, auto, farm, business, Lake Estate®, and retirement insurance to nearly 500,000 policyholders.

farmbureauinsurance-mi.com

Geo

North America

Industry

Insurance

Solution Area

Enable Multi-cloud

Products in Use

Pure Storage FlashArray™
VMware vSphere
VMware Horizon

About Partner

VMware is a Pure Storage® technology partner and global leader in compute, cloud, networking and security, and digital workspace solutions, building the digital foundation for the next wave of innovation.

www.vmware.com



Insurance Firm Underwrites Digital Transformation

Farm Bureau Insurance of Michigan was founded in 1949 by farmers who wanted an insurance company that worked as hard as they did, gave honest service, and cared about Michigan's future.

Today, Farm Bureau Insurance of Michigan works hard to uphold those original values while driving digital transformation. With [VMware vSphere Virtual Volumes \(vVols\)](#) on Pure Storage, Farm Bureau Insurance of Michigan is accelerating its migration to a modern insurance platform.

“We’re moving everything to vVols on Pure Storage because it’s just so much easier to manage. You don’t need to be a storage admin.”

JULIE ULRICH,
SYSTEMS ENGINEER,
FARM BUREAU
INSURANCE OF MICHIGAN

Impact on Farm Bureau Insurance of Michigan



Maintains high performance as company modernizes insurance systems



Enables faster digital transformation while reducing business risk



Improves disaster recovery to protect customer and business data

Challenges



Adopt reliable, non-disruptive disaster recovery and testing for 250+ VMs.



Lessen impact of test/dev cycles on production performance.



Move from mainframe systems to a modern, unified insurance platform.

Results



Cuts recovery time 50%, improving business continuity and simplifying DR testing.



Enables snapshots in 10 seconds vs. six minutes, minimizing impact on business users.



Boosts agent productivity with faster batch processes for core applications.

IT Juggles Storage Performance and Rapid Growth

Farm Bureau Insurance of Michigan relies on agents to sell policies, who in turn rely on a VMware Horizon virtual desktop infrastructure (VDI) to do their work. But agents faced application delays, caused by a hybrid storage array that couldn't scale to match business growth.

Moreover, nightly batch processes were starting to encroach on business hours. Snapshots sometimes caused applications and databases to lock up. Recovery times were slow, and the IT team's annual disaster recovery test, covering 250 critical VMs, was more challenging each year.

Meanwhile, Farm Bureau Insurance of Michigan was moving core insurance applications off the mainframe, preparing to use Guidewire software as the new heart of the business.

For systems engineer Julie Ulrich and her team, the transition was a juggling act as they worked to maintain performance for legacy systems while accommodating new workloads. "We had to keep legacy systems running as new features were rolled out," she says. "Every software release cut into the performance of those existing systems, nearly maxing out the production array."

Modern Insurance Applications Need Modern Storage Solutions

Farm Bureau Insurance adopted a Pure Storage FlashArray and vVols solution to help modernize its insurance applications, deliver reliable performance to employees, and simplify operations behind the scenes.

With storage policy-based management (SPBM) at the VM level, Julie can accommodate growing data volumes for both legacy and new application workloads—keeping test/dev cycles from affecting the production environment. High performance, low latency, and zero-impact snapshots enabled by Pure Storage FlashArray systems have accelerated nightly batch processes and cut recovery times in half. Plus, Pure's integration with vVols simplifies storage operations and makes it easier to troubleshoot servers with volume-specific performance metrics.

"We're moving everything to vVols on Pure Storage because it's just so much easier to manage," says Julie. "You don't need to be a storage admin."

A Successful Transition and More Growth on the Horizon

By aligning storage with its complex and changing application environment, Farm Bureau Insurance keeps its employees efficient and productive—minimizing disruptions and delays as it transitions to Guidewire.

"The insurance business changes quickly, and there's always more data," says Julie. "vVols on Pure Storage makes it easier for us to adapt and grow."

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

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