



About Customer

FixCloud is a leading cloud and value-added services provider in Turkey that specialises in providing a wide range of ISO9001 and ISO27001 certified cloud services to over 300 enterprises and multinational corporations.

www.fixcloud.com.tr

Geo

EMEA

Industry

Service Provider

Solution Area

Accelerate Core Applications
Modernise Data Protection

Pure Storage®

Products in Use

FlashArray//C™

FlashArray//X™

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



FixCloud Pioneers Cloud Services in Turkey

In Turkey's hotly contested cloud services space, FixCloud stands apart for its commitment to utilising market leading technologies and achieving the industry's highest certifications. The company has maintained its coveted leading position by continuously enhancing and expanding its solution portfolio.

When it came time to launch the company's new Modern Data Protection solution, CEO of FixCloud, Yılmaz Barçın upgraded to Pure Storage. This provided the necessary performance and stability for not just the new service, but also for its IaaS, BaaS, DRaaS, SECaaS, and DCaaS offerings.

"The feedback from clients has been overwhelmingly positive. They have been especially impressed by the performance of their applications and services since the storage upgrade."

YILMAZ BARÇIN,
CEO, FIXCLOUD

Not All Flash Is Equal

Despite investing in flash storage from another prominent vendor at its three cloud data centres, FixCloud wasn't experiencing the performance it expected. "Whenever query volumes spiked on our Oracle and SQL databases, performance degraded," says Barçın.

Impact on FixCloud



Improves performance and stability of cloud services



Meets clients' most demanding SLAs and protects and secures data



Maintains industry leadership with enhanced innovation roadmap

Challenges



Storage bottlenecks caused service performance degradation



World-class cloud services require modern Flash storage



Customers demand uptime for critical services

Results



Reduced latency to sub-millisecond response times improving customer satisfaction



Delivers 3:1 data reduction ratio in easy-to-manage storage



Improved overall availability and protection of all their services

With so many leading enterprises in Turkey dependent on FixCloud services, this shortcoming was unacceptable. The company decided to overhaul its storage before the launch of its new Modern Data Protection service.

Pure Boosts Performance and Stability

Pure Storage FlashArray//C and FlashArray//X, along with Veeam Backup & Replication, proved to be the ideal platform for the new service. “During the two-month proof of concept, Pure delivered incredible backup speed and a near instant restore ability,” says Barçın. “Implementation was effortless. We installed and configured the arrays ourselves, and the migration of applications was both fast and non-disruptive.”

Storage performance vastly improved post implementation. Previously, FixCloud averaged 20 milliseconds of latency. “We now see less than one millisecond of latency, which translates to faster, frustration-free customer experiences,” says Barçın. “We also have a data reduction ratio of 3:1—much more than we expected.”

Raising Customer Confidence and Satisfaction

Pure Storage shrank the Veeam Instant VM Recovery time to near zero and even improved backup times by over 400%.

“We serve sectors such as finance, retail, hospitality, logistics, and education. The assurance of near-constant application and data availability is what gives our customers the confidence to invest in our cloud services,” Barçın says. “The feedback from clients has been overwhelmingly positive. They have been especially impressed by the performance of their applications and services since the storage upgrade.”

A Safe Bet for the Future

Barçın and his IT team are already exploring ways to extend their partnership with Pure. When fully implemented, Pure SafeMode™ will be used to enhance ransomware protection and improve the overall security of their customer's data.

“As FixCloud continues to introduce new and innovative cloud services in Turkey, we are confident that Pure will stand firm as a partner that enables us to pioneer the market,” says Barçın.

purestorage.com

800.379.PURE

