CASE STUDY

Grupo Alacant

Since 1972, Grupo Alacant has continued the tradition of making authentic artisan ice cream, becoming market leader for Spanish ice cream. Innovation is one of the company's strategic pillars, helping Grupo Alacant stay competitive and create added value for customers and staff. The company continues to grow and open new markets and channels.

Grupo Alacant identified Pure Storage® as an ideal solution to expand its IT infrastructure. The implementation has helped the company multiply its storage capacity four times over, optimize its environment, and get 100% uptime from the IT infrastructure.

Business Transformation

Pure Storage ActiveCluster™ allowed Grupo Alacant to increase its storage capacity by four times while providing 100% uptime in its two data centers, ensuring continuous availability of services for users and customers.

Challenges

- Expand storage capacity

- Ensure zero RTO in case of disaster

- Ensure high service availability

- Minimize changes to the environment

- Reuse the previous storage array

Solution Benefits

- Reduced physical rack space by approximately 50%

- Increased effective storage capacity by 4x increase

- Doubled deduplication and compression ratios

- Increased traffic speed by 6x, from about 50MB/s to >300MB/s

Geo
EMEA / Spain

Industry
Food

Company
Grupo Alacant
http://grupoalacant.com

Use Case

- 2 replicated data centers

- 70 virtual servers using VMware®

- Stretched cluster with ActiveCluster™

> "The Pure Storage solution put all the cards on the table from the start. The architecture is clean, simple, and lets us repurpose our existing infrastructure."
>
> **JOSÉ DAVID LÓPEZ,** GRUPO ALACANT

Handcrafted Manufacturing with the Most Advanced Technology

Almost half a century ago, a few ice cream artisans united to create and sell authentic artisan ice cream in the Spanish market. Today, that company—Grupo Alacant—remains faithful to the artisanal tradition, while incorporating the most advanced technologies in order to become a sales leader in the Spanish market.

The core of Grupo Alacant's IT infrastructure is two data centres that support all the company's organizations.

In 2015, Grupo Alacant implemented a 2.75TB Pure Storage [FlashArray](#)™ solution to overcome the limitations of its outdated hard-disk storage. Since then, the company's continued growth required greater capacity, so the IT department started research to find the best solution available. Even though the FlashArray yielded very positive results, the team wanted to assess all existing options.

"It was a long and complete process because we analysed practically all the storage solutions on the market," explains José David López, Grupo Alacant's IT department manager. "We assessed both more traditional storage solutions as well as the latest hyperconvergence storage solutions. We wanted to check all possibilities to make sure we found the most appropriate solution for our company."

Easy to Implement without Small Print

After a thorough selection process, the IT department chose Pure ActiveCluster, a multi-site, [active-active stretch cluster](#) that makes the highest levels of availability easy and affordable.

"We saw that it was an ideal solution for two fibre-connected data centres like ours," says López. "It provides us with a zero-recovery time objective [RTO] that makes it possible for all our virtual machines to be replicated in both locations and to recover them immediately if there are service failures."

As with the previous Pure solution, implementation of ActiveCluster was quick and without complications. The Grupo Alacant IT department also took the opportunity to update its servers. The updates means the company now has two fully balanced data centers with the same computing capacity and identical RAM.

The solution consists of two FlashArrays, each installed with an active-active configuration in one of the company's data centers. The company uses the existing 2.75TB array in a dev/test environment. Grupo Alacant has increased its total storage capacity to 32TB, more than four times greater before.

PURESTORAGE®

> "Since we implemented this new storage solution, not one user has experienced service cuts. This high availability is something that we value very much."

JOSÉ DAVID LÓPEZ, GRUPO ALACANT

Compared to other solutions the team analyzed, the Pure Storage solution meets Grupo Alacant's capacity, performance, and availability needs.

"We assessed other solutions that required a lot of computing and disk capacity in order to just offer us the same as Pure Storage, or that had 'small print' on performance," says López. "We were impressed with how Pure disrupted the storage market with its innovative solution. Pure put all its cards on the table from the very beginning, compared to other vendors. The architecture is clean, simple, and lets us repurpose our existing infrastructure. For us, these are all advantages."

In addition to the ability to repurpose the existing infrastructure, because ActiveCluster is a solution from the same provider, there has been almost no learning curve. Grupo Alacant has always had Pure's support to resolve issues or integrate improvements.

"Pure Storage technical support is impeccable, says López. "When we've relied on them for any reason, they have helped us and given us good ideas that we have been able to implement quickly and easily."

Greater Density and Monitoring Optimization

In addition to expanding the available storage capacity, the Pure Storage solution has provided additional business benefits. For example:

- Deduplication and compression rates have doubled.
- Physical rack space occupied was cut in half, freeing up space in the data centers.
- Infrastructure traffic management capacity has increased six times over, going from 50MB/s to more than 300MB/s.

Traffic management capacity is important because the company's growth has led its infrastructure to reach more than 70 virtual machines, an increase from 30 virtual machines when the company implemented the first FlashArray in 2015. The virtual machines work with VMware® vSphere®, which was relevant when making the decision to go with Pure due to its full compatibility with Pure Storage products. The compatibility enables the team to modify the environment as required by the solutions of some providers.

Another advantage is that the implementation it has simplified monitoring tasks for the IT staff. "Pure Storage has greatly facilitated all administrative work," says López. "With the new monitoring environment offered by the solution, we can view how much storage each virtual machine is consuming in a single control panel, instead of having to review them one by one. This lets us manage our storage space more efficiently, applying quality of service policies."

PURESTORAGE®

The Grupo Alacant IT team most values the high availability and redundancy offered by the Pure Storage platform. "Since we implemented this new storage solution, not one user has experienced outages in any service. Users did not even notice when there was incident in the environment," reports López. "This high availability is something we value tremendously."

"Although we have a relatively small IT infrastructure, in the event of a serious incident we can instantly recover the entire environment in the other data center," he says. "This offers us a high level of security because we are ensuring service availability for all our users."

Adding to its Pure Storage implementation to update its storage infrastructure has proven to be the right choice for the Grupo Alacant. The company now has a solution with four times the capacity, twice the performance, and half the space in its data centers. The solution also offers greater ease of monitoring and the peace of mind of knowing that, whatever happens, the IT infrastructure will continue to be available through the replicated data centers.

"We always have some uncertainty when we have to make a decision of this kind," says López. "But with Pure Storage we are convinced that we have made the right decision. No doubt we want to continue working together for a long time as part of the success of the Alacant Group."

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