

**About Customer**

Headquartered in Westchester, Illinois, IAA Holdings, LLC (IAA), an RB Global, Inc. company, facilitates the sale of total-loss, damaged, and low-value vehicles. Its 24/7 digital marketplace makes auto auctions fast, reliable, and simple for buyers and sellers around the world.

www.iaai.com

Geo

North America

Industry

Automotive

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage®**Products in Use**

FlashArray//XL™

FlashArray//X™

Evergreen//Forever™

IAA Puts its Vehicle Marketplace in the Fast Lane

Every year, buyers and sellers trust IAA's automotive marketplace to facilitate and process millions of sales. Storage uptime is crucial to support mission-critical processes like vehicle shipments, document creation, payments, and more.

IAA's acquisition by heavy equipment auctioneer Ritchie Bros., and the subsequent creation of their new parent company—leading, omnichannel marketplace RB Global, Inc.—means its infrastructure needs to fuel sustainable growth on a whole new scale. Pure Storage FlashArray//XL provides the performance and headroom IAA needs to scale its operation at pace, especially with the continuously upgraded, non-disruptive Evergreen architecture. IAA now has reliable storage to deliver 24/7 services to every customer.

"Pure FlashArray//XL is a beast of a performer that runs all of our production loads while streamlining our infrastructure."

RON DELPIERE-SMITH,
MANAGER, PLATFORM
ENGINEERING, IAA

Impact on IAA

Connects buyers and sellers across 170 markets on one digital marketplace



Delivers 24/7 auction access to help customers close deals quickly



Supports rapid growth while reducing storage footprint by 97%

Challenges



Slow processes and response times began to affect digital customer platform

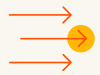


Business growth and application enhancements required more storage headroom and stability



Ongoing growth demanded more scalable and efficient storage

Results



Boosts data processing power 33%, accelerating customer transactions



Scales non-disruptively to support sustainable, long-term growth



Achieves 100% uptime for VMware and SQL workloads, even during upgrades

Auto Auctions Meet Innovation

Dealerships, mechanics, body shops, and a range of other buyers rely on IAA's online auction of cars, motorcycles, buses, trucks, and other vehicles. Known for helping sellers to close deals quickly while keeping costs to a minimum, IT downtime can compromise its service quality and reputation.

"If our infrastructure went down, operations would struggle," says Ron Delpiere-Smith, manager of platform engineering. "The stability and security of our data is critical to everyday business. It's what allows us to sell and ship vehicles, access image data for our auctions, take payments – pretty much everything."

The need for 24/7 storage performance became even more critical when Ritchie Bros.—a Pure Storage customer—acquired IAA in March 2023. As the technology arm for both businesses' auction services, IAA selected Pure Storage FlashArray//XL to grow its storage capacity by orders of magnitude.

Beastly Performance For The Long Term

IAA first purchased Pure Storage to replace legacy spinning disk storage for its VMware environment and SQL workloads in 2017. Since then, it has completed many non-disruptive software and hardware upgrades with Pure Evergreen//Forever, protecting and extending the longevity of its investments. These include upgrades from FlashArray//M to FlashArray//X. Its data processing power has since increased 33% while its data center footprint has shrunk 97%—from five full racks down to 5U.

Going forward, IAA and Ritchie Bros., which operate as separate entities within the RB Global family of companies, will continue to leverage Pure Storage for on-premises block storage as they move cloud workloads back on-premises to reduce costs. FlashArray//XL will provide the added headroom and high-performance IAA needs to support production and disaster recovery workloads for both businesses.

"Pure FlashArray//XL is a beastly performer that runs all our production loads," says Delpiere-Smith. "The ability to scale with such a small footprint has made our service more reliable and sustainable."

Speed And Reliability Made Simple

The simplicity of managing Pure gives the IT team more bandwidth to focus on improving the customer experience.

Using FlashArray//XL alongside the other leading solutions in its technology stack has also proven to be a differentiator in attracting new talent. "The best people in the IT community want to work with the best solutions," Delpiere-Smith adds. "And in the world of storage, Pure needs no introduction."

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