Involta™

About Customer

From consulting and colocation to managed services and hybrid cloud, Involta applies more than 20 years of IT expertise to help companies reach their goals—so they can confidently say, "We Got There."

www.involta.com

Geo

North America

Industry

High Tech

Solution Area

Accelerate Core Applications
Modernize Data Protection

Products in Use

Pure Storage®
FlashArray//X and //C

About Partner

Veeam® is the leader in Backup solutions that deliver Cloud Data Management™. Veeam provides a single platform for modernizing backup, accelerating hybrid cloud, and securing data.

www.veeam.com

veeam

Involta Helps Clients "Get There" with Pure

Involta operates data centers in six markets across the U.S. so its clients don't have to. In the words of Chief Innovation Officer (CIO) Michelle Bates, "Friends don't let friends build data centers." Clients rely on Involta's performance and availability, which enables them to focus on what they do best—whether in healthcare, financial services, manufacturing, or technology.

When a sprawling storage environment started to show signs of strain under growing workloads, managing it became time-consuming and previous storage vendors weren't as responsive as Involta required. That's when Bates and her team decided to standardize on Pure Storage.

> "As we design services and solutions in partnership with Pure, what we're ultimately doing is removing the friction of technology—both for our clients and ourselves."
>
> **MICHELLE BATES,**
> CIO, INVOLTA

Impact on Involta

Enables Involta to deliver a consistently high customer experience

Provides speed and flexibility to respond rapidly to client needs

Sets stage for 5x growth and ventures into telemedicine and edge computing

Challenges

Complex storage environment was difficult to manage

Performance and availability suffered, with poor support from vendors

SMB to enterprise clients needed an affordable high-capacity storage option

Results

Cuts management time by 50%, allowing two people to manage 80+ arrays

Improves performance and availability for critical workloads

Provides different storage tiers to meet clients' varying requirements

Technology Is Only as Good as the Outcomes It Produces

As client data grows, it's more important than ever to get storage right. However, Involta's sprawling storage environment was increasingly difficult to manage, and vendor relationships were often subpar.

"In one case, we had to make an educated guess on sizing for a new client," says Enterprise Architect Ryan Shultz. "When the workload didn't perform as expected, we needed it resolved in hours—but it took weeks for our previous storage vendor to respond."

Involta Makes a Direct Impact on Clients with Pure

Pure helped resolve the client's issue, and Involta has never looked back. Its goal is to standardize on Pure's data services and drive automation, creating consistency in its data centers.

Today, Involta manages 8PB of data on over 80 arrays—mostly FlashArray//X devices. The company also uses FlashArray//C for Veeam backup and capacity-optimized targets for its clients. The ability to use the same APIs and data services as performance-optimized FlashArray//X gives Involta a reliable solution to sticky challenges.

"FlashArray//C helped us resolve a backup issue for a client—one of the top three EHR software providers," says Shultz. "We went from fluctuating between 40% and 75% to a consistent 100% success rate on backups."

By standardizing on Pure, Involta cuts management time in half and gains the speed and flexibility it needs to stay responsive to clients. Plus, costs are lower, thanks to a smaller storage footprint and less power consumption.

"With the scale and cost of FlashArray//C added to our Pure environment, we can absolutely do more with less, and we don't have to jump between multiple vendors," says Josh Holst, Director of Private Cloud Services.

Involta Goes from Point A to "Anything's Possible" with Pure

Looking to triple its size over the next five years, Involta sees Pure as a partner that can help with its long list of ambitions: automation, hybrid cloud, telemedicine, Internet of Things, edge computing, and more.

"As we design services and solutions in partnership with Pure, what we're ultimately doing is removing the friction of technology—both for our clients and ourselves," says Bates.

---

purestorage.com

800.379.PURE

PURESTORAGE®