

**Keyyo** wanted to modernize its storage environment with a solution that would consolidate its entire storage while reducing maintenance problems. To meet these needs, they installed two Pure Storage FlashArray™ arrays, offering a powerful and easy-to-use solution, complemented by highly appreciated technical and commercial support.



#### BUSINESS TRANSFORMATION

By modernizing its storage solution, Keyyo has gained in performance and eliminated potential latency problems due to the bottlenecks on its customers' personal interfaces. This upgrade of the solution had a concrete and immediate impact on the quality of the user experience of the latter, who gained in instantaneity in their daily use of Keyyo services.

#### GEO

France

#### INDUSTRY

Telcos

“What we liked about Pure Storage was the human dimension. Knowing that we have a contact available at all times to obtain information quickly and reliably has greatly influenced our decision making.”

Christophe Sollet,  
Deputy Managing Director  
in charge of Technology

#### KEYYO CHOOSES A MODERN STORAGE WITH PURE STORAGE

Keyyo, French leading operator of unified communications for businesses and solutions provider, was founded in 1994 and has been listed on the stock exchange since 1998. With 14,000 corporate customers and 200,000 end users, the company achieved a turnover of 24.41 million euros in 2017. It clearly demonstrates three fundamental values shared by its 130 employees: the reliability of its infrastructures and technological partners, the innovation of its solutions, and a sense of service with privileged customer support. Among its customers and technology partners are Decathlon, Cisco, Polycom and Salesforce.

Until now, Keyyo's storage relied on a particularly heavy traditional infrastructure based on hard disks: “The last 10 years, we have acquired 10 arrays, each dedicated to a different use. This made our infrastructure expensive and multiplied maintenance problems on critical equipment,” stated Christophe Sollet, Deputy General Manager of Technology at Keyyo.

Reaching the end of life with its aging infrastructure, Keyyo decided to renew its storage with a solution that would require less space, provide better performance and capacity, and the ability to deduplicate data.

#### A HIGH-PERFORMANCE SOLUTION AND QUALITY SUPPORT: TWO ARGUMENTS OF CHOICE

After several weeks of Proof of Concept (POC) during which Keyyo tested storage solutions from different vendors, the company opted for Pure Storage technology by acquiring two FlashArray//M20 storage arrays. “The main reason for our choice was that Pure Storage was the only provider able to consolidate multiple storage network technologies on a single rack,” explained Sollet. “This was a determining criterion for us, which influenced the overall economic equation of this acquisition. We opted for flash technology because it allowed us to transfer data quickly between different technologies.”

Pure Storage has also made a difference for Keyyo with the high quality of its technical support: “Pure's teams know how to overcome their expertise and go beyond simple hardware support, adopting a global vision to solve a problem,” added Sollet. “The same applies to the very human relationship we had with Pure Storage's sales and support teams. Knowing that we have a contact available at all times to obtain information quickly and reliably has greatly influenced our decision making. Finally, Pure has chosen to partner with a very good integrator, AntemetA, who really made the lending and the availability of the equipment easier for us.”

**COMPANY:**

Keyyo  
[www.keyyo.com](http://www.keyyo.com)

**USE CASE:**

- VSI – VMWare® with Microsoft® Windows® and Linux physical servers

**CHALLENGES:**

- Keyyo is experiencing strong growth in the sale and use of its services.
- A storage system has become obsolete and expensive to maintain.
- The need increased in terms of storage system capacity and performance to reduce the impact of latencies on client applications.
- Comply with the main selection criteria with a solution that allows several types of storage to be consolidated on the same medium and shared over several storage networks.

**IT TRANSFORMATION:**

- Useful storage space multiplied by 4.4, going from 10 TB to 44 TB.
- Billing processing times were reduced from 7 minutes per day to only 1 minute and 20 seconds per day.
- Electricity consumption dedicated to the storage system was reduced by approximately 84%.
- The footprint of the arrays occupies only one-fifth of the previous on-premise space.

**MANAGING SERVICES AND SCALE WITH PURE STORAGE ARRAYS**

The installation of Pure Storage racks at Keyyo' required no more than 30 minutes, which "immediately won over the in-house teams," explained Sollet, and no adjustment had to be made after the installation. "The racks behaved exactly as we expected, without any unpleasant surprises."

For the long term, all of Keyyo's activity will be transferred to the arrays. "Invoicing, CRM, decision-making tools, business units, telecom production servers, in other words all the services requiring access to databases will be moved over to the Pure Storage platform," said Sollet. "The performance of Pure Storage racks is not comparable to the technology we previously used. We are facing two very different worlds, and we are aware of the change of era it represents in terms of storage. For example, billing processing times have been reduced from seven minutes per day to only one minute and 20 seconds."

With the acquisition of the two Pure Storage arrays, Keyyo has increased its useful storage space by 4.4 times compared to its previous system, going from 10 TB to 44 TB. The rack utilization rate has increased from 55%-70% to 12-17%, a much better rate for moving and backing up databases.

In addition, the new arrays allowed Keyyo to benefit for the first time from data reduction: "The reduction rate is a new concept for us since our old arrays did not integrate this type of functionality. This has saved us even more storage space," added Sollet.

"While the number of people in charge of storage remained the same between our old and new solutions, the way we managed and configured Pure Storage arrays proved to be incredibly more flexible, with a real operating gain," asserted Sollet. Now, for all Keyyo teams, storage is synonymous with simplicity and efficiency. "The arrays do not require a specific level of storage expertise. Storage control is within the reach of any person, whatever their level of training; it is a true democratization of storage management."

Keyyo also recorded a reduction of approximately 84% in its electricity consumption dedicated to the storage system, going from a power requirement of 4.5kW for its old system to only 700W with Pure Storage. In addition, the footprint of the arrays occupies only one-fifth of the previous on-premise space.

Finally, the improved storage performance has also had a positive impact on Keyyo's customers. "They now benefit from almost instantaneous operation of their personal spaces for viewing their invoices, consumption and options", explained Sollet. "We have put an end to the bottlenecks that were holding us back and can now offer our customers an optimal user experience."

Keyyo's experience with Pure Storage storage solutions is ultimately very positive. "It's a compact, fast, easy-to-access, well-integrated, essential and well-functioning hardware. With Pure Storage, we manage to forget the storage, to believe that it is no longer there. This has perfectly met our goal of not having a dedicated storage person on our team," Sollet concluded.



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