



### About Customer

With a pioneering founder and a 25-year track record for providing world-class managed services, Matrix Solutions is a trusted partner to Australia's legal and finance communities. Its goal is to bring enterprise-level technology to small and medium-sized firms.

[www.matrixsolutions.com.au](http://www.matrixsolutions.com.au)

### Geo

APJ

### Industry

Technology

### Solution Area

Accelerate Core Applications

### Pure Storage®

#### Products in Use

FlashArray//X™

Evergreen//One™

Evergreen Storage™

# Matrix Solutions Offers Fuss-Free IT with Pure

Matrix Solutions founder Anthony Ridley-Smith knows that good IT advice can be hard to find. That's why he built his managed services business around the core principles of trust and ethical behavior. His goal is to provide superior technology services at predictable costs to his clients in the legal and finance industries.

But slow storage stood in his way, undermining client confidence and preventing growth.

Purchasing more gear meant incurring major capital expenses and was a temporary fix at best, so Ridley-Smith chose Evergreen//One (formerly Pure as-a-Service) to improve performance and achieve a more predictable business model.

"Evergreen//One eliminates capital expenditure surprises and enables us to scale up or down accordingly. I can redirect my attention and resources to cybersecurity and other strategic and high-growth opportunities."

**ANTHONY RIDLEY-SMITH,**  
MANAGING DIRECTOR  
& FOUNDER, MATRIX  
SOLUTIONS

## Impact on Matrix Solutions



Provides financial predictability as Matrix and its clients' business scale



Enables Matrix to focus on strategic IT offerings, such as cybersecurity



Helps Matrix continue delivering outstanding customer service and support

## Challenges



Storage performance was a liability -- hard to maintain or upgrade



Lack of client confidence in ability to scale affordably with their business



Unpredictable costs prevented growth of strategic services, like security

## Results



Eliminates daily help desk calls related to slow performance



Meets performance and capacity obligations, 100% non-disruptively



Improves visibility needed for financial planning and business expansion

## No Time for Downtime

With a degree in agricultural science and a decade-long tenure at an apparel company, Ridley-Smith founded Matrix Solutions largely with his enthusiasm for the internet. One of his first projects was enabling online text searches of case law, saving lawyers hours of time. "In the legal world, every hour is a billable hour," he says. The same holds true for other professional services, such as finance.

This innovative approach to problem-solving earned Matrix a strong reputation for excellence in IT service support, helping legal and finance professionals focus on their jobs while he and his team of advisors take care of the rest.

Practice and document management applications such as Worldox and PracticeEvolve, as well as billing software Open Practice, all run on SQL servers and demand superior performance. Anything less resulted in slow load times and remote desktop sessions that would time out, hampering clients' productivity. For Matrix, slow storage was becoming a bottleneck that would be costly and time-consuming to upgrade. As the volume of trouble tickets grew to nearly 10 per day, Ridley-Smith needed a modern data infrastructure to enable his business – and his clients' – to continue thriving.

## Modern Storage to Supercharge IT

Newly hired infrastructure manager David Ren recommended Pure Storage FlashArray with the Evergreen//One subscription model. "Nothing compares to the speed and performance of Pure FlashArray technology," says Ren. In fact, inbound calls have been eliminated now that critical systems and applications – including all VMs, SQL servers, disaster recovery, and enterprise applications – run on Pure.

The service consumption model was also a financial game changer. Ridley-Smith is confident that his storage investment will be protected with proactive capacity management guarantees. That means more storage arrays if he needs them, installed non-disruptively with Pure's Evergreen extensible architecture. In turn, Matrix clients always have access to the latest technology and predictable pricing to help them manage their IT budgets.

## Predictable Storage for a Promising Future

Ridley-Smith is ready to tackle new client challenges confidently with Pure. "Evergreen//One eliminates capital expenditure surprises and enables us to scale up or down accordingly," he says. "I can now redirect my attention and resources to cybersecurity and other strategic and high-growth opportunities."

[purestorage.com](https://purestorage.com)

800.379.PURE

