



### About Customer

Micro Focus drives smart digital transformation for its customers – including 98 of the Fortune 100 – bridging the gap between the technologies of today and tomorrow, so companies can succeed in a fast-changing marketplace.

[www.microfocus.com](http://www.microfocus.com)

### Geo

North America

### Industry

High Tech

### Solution Area

Accelerate Core Applications  
Activate Real-time Analytics  
Enable Multi-cloud

### Products in Use

Pure Storage® FlashBlade®

### About Partner

Vertica is a highly scalable database built for analytics. It is the software powering a Pure Validated Design (PVD) that offers high-performance, scalable analytics at extreme scale on Flashblade servers.

[www.vertica.com](http://www.vertica.com)



# Micro Focus Zooms in on Data for a Faster, Smarter Business

Micro Focus understands the power of data. When aggregated and analyzed, data produces insights that help drive revenue, streamline operations, and make smarter, faster decisions – all crucial as Micro Focus grows through innovation and acquisition. But with data scattered across departments, the insights were locked away.

Enter Chris “CB” Bohn, Principal Data Engineer at Micro Focus. His task: pull organizational data into an enterprise data warehouse (EDW), with storage fast and scalable enough to keep up with the rapid pace of business. After all, as Bohn says, “If you’re getting your data by Pony Express, it takes a long time to make a decision.”

“With Vertica on Pure Storage, we have a 360-degree view of customers and fast, sophisticated analytics to provide all sorts of insights to the business – fueling customer success.”

**CHRIS “CB” BOHN,**  
PRINCIPAL DATA  
ENGINEER, MICRO FOCUS

## Impact on Micro Focus



Creates a 360-degree view of customers to understand and serve them better



Enables faster, smarter decision making for acquisitions and growth



Increases accuracy of sales forecasting and compensation for reps

## Challenges



Slow reporting couldn't keep up with the rapid pace of business



Querying siloed data storage limits operational and customer insights



Storage was bound up with compute resources, making it difficult to scale

## Results



Speeds planning, with customer knowledge base reports running in 2 seconds vs. 7 days



Helps sales teams target customers for cross-selling based on other customers' behavior



Provides cloud-like flexibility to scale as operational data grows

## Bringing Data Into Focus to See the Business More Clearly

When Bohn joined Micro Focus in 2018, data was siloed. "People were building reports with SQL Server databases on their desktop computers, with the hard drives wheezing away," he says.

Without centralized data, meeting customers' needs was a challenge. Sales teams found it hard to track opportunities, compensate reps properly, and create accurate forecasts. And insights for decision-making were limited, especially when it came to the company's frequent acquisitions.

Bohn was already sold on Vertica as an EDW – and not only because Vertica is a Micro Focus company. It's fast and reliable, and Vertica in Eon Mode provides enormous flexibility by decoupling storage from compute. The rub? Eon Mode is designed for the cloud, while Micro Focus wanted to keep its data on-premises. That led Bohn to Pure Storage.

## Delivering Insights to Drive the Business

Using Vertica in Eon Mode on Pure Storage FlashBlade, Micro Focus gains a powerful analytics platform with unified fast file and object storage (UFFO) – consolidating operational data and creating a single view of the customer. Because storage is not tied directly to compute nodes, scaling up is simply a matter of adding blades. Bohn plans to keep adding data to the EDW and adopt another FlashBlade for disaster recovery.

"FlashBlade performance has been fantastic, with no downtime. Our users don't know about the new technology underneath – they just know that Vertica answers their questions much faster," says Bohn. "One customer knowledge base report used to take seven days to run – now it's complete in two seconds."

"With Vertica on Pure Storage, we have a 360-degree view of customers and fast, sophisticated analytics to provide all sorts of insights to the business – fueling customer success," he says. For example, sales teams can connect the dots among sales opportunities, licensing and service agreements, purchase history, and support issues. They can serve customers better while improving their forecasts, finding opportunities to cross-sell, and compensating sales reps properly.

Now faster and smarter, Micro Focus is better equipped than ever to help clients thrive. With its Smart Digital Transformation approach – bolstered by a robust analytics ecosystem – the company gives global enterprises the agility required to compete in a rapidly changing marketplace.

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

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