PURESTORAGE®

For over 20 years, data has been the foundation of MISA's thriving SaaS business. The company required a solution that can accommodate its growing demand for data storage capacity, while remaining fast and efficient. By deploying Pure Storage's all-flash arrays, MISA now confidently manages its growing volumes of data and delivers software more efficiently to its customers.

MISA®

TRUST - CONVENIENCE - DEVOTION

BUSINESS TRANSFORMATION

Improved data processing and delivery enables customers to access MISA's applications at unparalleled speed, providing customers in Vietnam and around the world with faster access to the applications they need. Migrating to an all-flash solution has allowed MISA to future-proof its business, and avoid any extra costs from system updates. With less time required to manage the storage system, the IT team can allocate more resources towards customer service and strategic initiatives.

GEO

Vietnam

INDUSTRY

SaaS

SOFTWARE DELIVERY SLOWED DOWN BY LEGACY STORAGE

Established in 1994, MISA is one of Vietnam's biggest SaaS companies. MISA serves over 1 million individual users, with customers ranging from local startups to government ministries such as the Ministry of Science and Technology, as well as organizations in foreign countries. The company's specialty lies in accounting software, which is used by many of its customers.

In recent years, MISA has expanded its range of offerings to include software for human resource management, customer relationship management, building management and automation, leading to a boom in business. MISA boasts an extensive local network, comprising 1,500 employees across its headquarters, two centers for software development and customer service, and five representation offices.

As the company continues to grow, MISA began to face problems stemming from surging volumes of data. Its legacy storage system had high latencies of 50ms, surpassing 100ms at times. The IT team also reported that the system's storage disks were always active, which led to delayed access when running Microsoft SQL databases. These issues affected productivity and slowed down work output.

Modernizing its storage infrastructure therefore became a priority for MISA, as it recognized that quick, fuss-free access to its products is a key aspect in keeping its customers satisfied. "We explored an upgrade on our previous storage system, but realized that our business processes would be disrupted with the new model. Our customers, too, would need to undergo the process of migrating to the new system," shared Duong Dang Thai, IT Manager, MISA. "We also wanted to avoid having to continuously upgrade our storage system every three to four years, so we decided to seek out a more evergreen, future-proof solution."

LEANER, FASTER, FUTURE-READY SOLUTION WITH PURE STORAGE

In 2017, MISA researched the storage landscape carefully in search of a new solution. After evaluating different solutions on the market and reviewing leading industry reports from Gartner and IDC, the IT team gained a deeper understanding of the potential of all-flash storage technology. Against two other competing offerings, Pure Storage's market leading FlashArray solution ultimately came out on top.

"We were impressed by Pure Storage's capacity sizing guarantee, promise of zero downtime, as well as their commitment to cover any problems that might occur within the warranty. We also didn't have to pay any additional fees for software features, as we might have to with other options," said Duong. "The controller can also be replaced every three years without any forklift upgrades. This guarantees that our systems continue to run at optimal levels, with no disruption."

USE CASE:

• Virtualization – VMWare

CHALLENGES:

• Legacy storage system faced high latency, resulting in slow database access

• Upgrade from legacy system would require extensive resources and change to business processes

• Needed a fast, future-ready storage solution to accommodate growing data sets

IT TRANSFORMATION:

• Data latency slashed from 30ms to 1ms

• Data conversion and deployment now takes two hours, down from 12 hours with previous system

• Removed need for continuous forklift upgrades

• Storage rack space reduced from 10U to 3U

"Pure Storage didn't just deliver on its promises. It has exceeded expectations on multiple counts."

Duong Dang Thai,
IT Manager, MISA

![PURE STORAGE logo]

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While MISA's IT team initially set aside four weeks for migration, Duong was pleasantly surprised to find that the entire process was completed under five days, without any complications.

MISA uses a virtualization platform, which was a point of concern during the data migration process. "In the past, we experienced some challenges with the VMware Site Recovery Manager (SRM) configuration when we moved to a new storage system. With Pure Storage, deployment was simple and seamless, and the solution was also easily integrated with VMWare SRM," said Duong.

MISA currently runs one unit of FlashArray//M50 and one unit of FlashArray//M20, which support all of the company's data applications, services and databases.

The performance of MISA's databases is essential to delivering quality customer experience, and the impact of the new arrays was clear from day one. Latencies now stand at 1ms, a drastic cut from 30ms previously. Applications running on Pure Storage have seen a tremendous improvement, such as the charging fee to customers, which now takes only six hours instead of one day.

Each time MISA deploys one of its software products, it needs to undergo a 12-hour procedure that converts old data into a new version. Running on Pure Storage's all-flash arrays, the conversion now takes only two hours to complete. Duong shared that as a result, customers have reported faster access to MISA's services.

In addition, MISA has seen significant reductions in the physical footprint of its storage system, with rack space cut from 10U to 3U. Operating costs have also gone down, thanks to the compression and deduplication features of Pure Storage's all-flash arrays. Duong noted: "Pure Storage committed to a data reduction ratio of 3.9:1, but the reality turned out to be even more impressive. We now enjoy a data reduction ratio of 5:1 – better than what was promised."

EMPOWERING INNOVATION WITH FLASH

From a management perspective, Duong appreciates the flexibility and simplicity of the Pure Storage data platform, which has positively altered the work life of MISA's IT team. The two IT team members in charge of storage no longer have to pay as much attention to managing the system now, because everything runs smoothly on Pure Storage.

"Having a partner like Pure Storage ensures that all our future needs are well-covered through lifetime support," Duong said. The after-sales maintenance service, he noted, has also been attentive and comprehensive.

Instead of getting bogged down by storage management, the team has found its time freed up for more value-adding activities, enhancing the customer experience and delivering new products. Since engaging Pure Storage, MISA has been able to introduce two new services – software solutions for restaurant management and store management. Thousands have already signed up with MISA's new software offerings, boosting the company's growth.

Looking ahead, MISA is confident that it will be able to innovate and scale to support even more customers, now that it is backed by a reliable, high-performing storage system.

"Pure Storage has eliminated all our storage pain points, setting us up in a good position to capture opportunities for the future," said Duong. "From here on, we look forward to running all our new services on Pure Storage."