



About Customer

Nama Shared Services, a subsidiary of Nama Holding, is the centralised IT services provider to all Nama Group companies, which oversee the supply and distribution of electricity and water, and the management of wastewater across Oman.

nss.nama.om

Geo

EMEA

Industry

Technology

Solution Area

Accelerate Core Applications
Activate Real-time Analytics

Pure Storage®

Products in Use

FlashArray//C™
FlashArray//X™
FlashBlade®

Pure Storage Supports Digital Transformation Across Oman

As a collective of 13 companies overseeing electricity, water, and wastewater across Oman, it made sense for the Nama Group to have centralised IT services. Nama Shared Services not only meets the technology needs of the Group, but serves as a profit centre, delivering ERP, CRM, IaaS, and other IT services to several government entities in Oman.

As the demand for these services grew, Alfadel Al Harthy, Acting Senior Manager IT-OT, knew the company's legacy storage could not keep pace. It was time to embrace all-flash storage, and Pure Storage was the clear choice for its high performance, impressive data reduction, and easy management.

"With Pure Storage, we know we can keep innovating and expanding our IT services offerings to even more government entities, thereby supporting the digital transformation of Oman."

ALFADEL AL HARTHY,
ACTING SENIOR
MANAGER IT-OT, NAMA
SHARED SERVICES

Impact on Nama Shared Services



Enhanced user experiences by improving digital service performance



Supports the company's transformation into a profit centre for the Group



Frees resources for innovations such as an advanced smart-grid project

Challenges



Storage performance could no longer meet demands



Legacy storage couldn't support innovative new use cases



Administrative work took up too much time for the IT team

Results



Achieved a 10x improvement in storage performance



Increased application performance by up to 70%



Reduced storage administration time to one hour per week

An IT Powerhouse

With so many government entities relying on Nama Shared Services for fast and reliable IT services, the company needs truly world-class infrastructure. So, when its legacy storage solution began to fall short, the company was quick to act.

"The Oracle database and application performance were not up to our high expectations," says Al Harthy. "With the storage solution limiting our ability to innovate, it was time to upgrade."

Enhanced Performance, in a Flash

Al Harthy and his team wanted to embrace modern flash storage. As the only vendor to offer both compression and deduplication at the time, Pure Storage was the clear choice.

"We immediately saw a 10x increase in storage performance, which translated to faster performance for every digital interaction. Previously it could take up to five minutes to generate an invoice, but now customers wait less than 30 seconds," says Al Harthy. "Even our Group's most remote branches have seen app performance improve up to 70%."

Pure also exceeded Nama Shared Services' data reduction expectations. "With an impressive 4:1 compression ratio, we significantly reduced our overall storage requirements," says Al Harthy. "While it took over four hours to backup data with our legacy storage solution, it now takes less than 45 minutes."

Environment for Innovation

Today, Nama Shared Services no longer needs a dedicated storage admin as the whole team spends less than one hour per week monitoring dashboards. "It's the easiest storage we've ever used," says Al Harthy. "We can set up VMs in under an hour, so applications can be deployed faster."

As a result, the IT team can focus more on innovation instead of storage management. Nama Shared Services is currently supporting the nation-wide rollout of a smart-grid solution, which when complete will deliver unparalleled insights into the country's energy consumption. "We're connecting 1.2 million smart meters to the network," Al Harthy explains. "These gather vast amounts of real-time data and demand the highest read/write performance. Pure is critical to this initiative."

"With Pure, we know we can keep innovating and expanding our IT services offerings to even more government entities, thereby supporting the digital transformation of Oman," Al Harthy says.

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