PURESTORAGE®

Namirial is a global leader in digital transaction management, based in Italy, with branches in Austria, Romania, Germany and Brazil, and over one million customers worldwide. Pure Storage FlashBlade™ solutions support Namirial's formidable growth with the increasingly massive use of certified electronic mail, electronic invoicing, and digital transaction processes. Namirial is completing the migration of the system to FlashBlade, transferring more than 60 terabytes of data, and has plans to use Pure Storage for the preparation of a new Tier 4 datacenter.

Namirial
Information Technology

BUSINESS TRANSFORMATION

The FlashBlade solution supports significant investments in new generation datacenters while compressing the spaces dedicated to storage solutions. As a result, the company plans on extending the service for digital signatures and digital transaction management workflows.

REGION / COUNTRY

EMEA / Italy

INDUSTRY

IT / Digital Transaction Management

"We are talking about important choices for technological investments that must guarantee the performance of a constantly growing group. The scalability and reliability of the FlashBlade solution were decisive for guiding our decision."

Genesio Di Sabatino, *Head of the Infrastructure Business Unit Trust Service Provider of the Namirial group*

THE CHALLENGE: MANAGE MILLIONS OF EMAILS AND BILLIONS OF DIGITAL SIGNATURES

Namirial is a multinational information technology provider with headquarters in Senigallia, Italy. The group achieved a turnover of 46 Million Euro in financial year 2017 and is employing a total of 370 employees end of 2018. Its major line of business is digital transaction management, including various trust services like e-signatures. Namirial has been identified as a global leader in this field by analysts several times. The group serves large enterprises with global operations as well as small and medium business.

Namirial products, services and solutions enable holistic digital transformation of document-based business processes. Organizations running Namirial solutions accelerated their customer on boarding and contracting processes, reduced their acquisition cost, improved conversion rate and significantly enhanced customer satisfaction. Senders of review and signing requests enjoy and easy workflow orchestration. Customers, business partners and employees alike are enabled to sign legally binding anytime, anywhere on any device.

Namirial is operating as certified Qualified Trust Service Provider according to EU Regulation 910/2014 eIDAS, issuing digital certificates for creation of qualified and advanced electronic signatures.

The development of activities brings with it the challenges of growth. For Namirial, satisfying customers — an ever-growing number — are a crucial factor for confirming itself as a winning group. Trust Services Providers play a central role in offering services such as certified email, digital signatures, and customer software platforms.

"Some of our services are under the aegis of government bodies and institutions," explained Genesio Di Sabatino, Infrastructure Manager of the Trust Service Provider business unit of the Namirial group. "The core business is in the banking, finance, and automotive worlds. The main services that the company provides are certified electronic mail (Posta Elettronica Certificata, or PEC), electronic signatures — both qualified and advanced — and integrated solutions for software platforms or management of electronic invoices."

The performance of the IT infrastructure is essential to ensure the success of the business in the context of an increasingly competitive market and a portfolio that ranges from IT to management systems, from software for building to cyber defense, and from personnel management to telemedicine.

COMPANY:

Namirial
www.namirial.com

USE CASE:

- VSI – VMware® vSphere®

CHALLENGES:

- Manage the increase in use of certified electronic mail (PEC) and the SPID service (public system for digital identity management) with over 500 thousand connected users and a latency time of 2 milliseconds.
- Migrate 60 Terabytes of data onto the FlashBlade storage infrastructure.
- Ensure exceptional performance and user experience to support business growth.

IT TRANSFORMATION:

- The system serves 500,000 users who potentially use email services simultaneously.
- The solution offers significant benefits in terms of management and service levels.
- The company was able to quickly migrate 60 terabytes to the new system.
- The fast and reliable infrastructure enables a faster and more satisfying experience for customers.

> "The winning features of FlashBlade are the performance, scalability and positive user experience that come with it."
>
> Genesio Di Sabatino, *Head of the Infrastructure Business Unit Trust Service Provider of the Namirial group*

Namirial chose Pure Storage FlashBlade after a selection phase that led it to evaluate a series of possible candidates. The company has precise requirements in terms of performance, reliability and scalability that only Pure Storage can meet. "We are talking about important choices for technological investments that must guarantee the performance of a constantly growing group," emphasized Di Sabatino. "The scalability and reliability of the solution were decisive for guiding our decision." Pure Storage is a well-known and established brand that Namirial has worked with for over a year.

The group in Senigallia records an annual growth of 200% on some services, and one of the main services connected to the availability of storage is that of certified email. "In addition to PEC we offer the SPID service — a public system for managing digital identities of citizens and businesses. These tools are becoming commonplace and are increasingly in demand. With a fixed fee, however, the service has higher maintenance costs. This requires the scalability of the IT and storage infrastructure."

Strong growth on an annual basis and the increase in demand for PEC have created the need to provide the most advanced, flexible and reliable storage solutions. FlashBlade ensures these benefits with the security of a system that can serve 500,000 users who potentially use email services simultaneously, relying on the underlying storage infrastructure. "FlashBlade offers guarantees on paper, and then keeps them," emphasized Di Sabatino. The difference compared to competitors is also evident in the simplicity of management — just one click to expand resources.

"After the selection phase we conducted a very thorough test cycle to evaluate the real potential of the product. The results were positive, even surprising. During peak demand, when we approached the technical limitations of our infrastructure, FlashBlade still had excellent performance margins," said Di Sabatino.

The Pure Storage solution also offers significant benefits in terms of management and service levels, with outcomes that can open a new perspective even for the company's assistance or help desk. "I want to tell a little anecdote," said Di Sabatino. "The service department usually takes care of the critical issues of a company, but we made a small bet with colleagues. Thanks to FlashBlade, we expect customers to call to thank us for the service, which is now much faster. Even in terms of image, it offers customers a better experience that confirms the value of the brand."

PERFORMANCE, SCALABILITY AND CUSTOMER EXPERIENCE

In addition to performance and scalability, a decisive factor in the success of Pure Storage is the customer experience. Beyond the technical data there is in fact something more, an added value that multiplies along the customer's value chain. "Among the most significant advantages is the extreme ease of use," Di Sabatino continued. "In the agreements with Pure Storage for the supply of FlashBlade there was also training on the job and technical assistance, but there was no need for training." The system upgrade for the transition to the new solution, and the network and file system configuration, was carried out without complex interventions. Only one resource was enough to dedicate two hours to work.

"We speak of very low latency — 2 milliseconds — for services in continuous growth, such as the use of email, where the challenge is to maintain excellent levels of service in the face of a significant increase in workload. Let's talk about the migration of 60 terabytes of our data on the new system; in a few weeks we will complete this process. And we are also building a Tier 4 certified datacenter dedicated to large accounts in the finance, banking, and automotive sectors."

The use of Pure Storage has proved to be a competitive advantage from the beginning, because it enables the provision of services in real-time according to a "click and answer" logic. "The value that is returned to the customer in terms of speed and satisfaction of the experience is more and more decisive for overcoming the challenges of the business. We are oriented towards significant investments in new generation datacenters, where the goal is to manage increasingly large volumes of data, while compressing the spaces to be dedicated to storage solutions. In this the FlashBlade is a winning solution."

According to Di Sabatino, the advantages of FlashBlade extend to a new, more efficient and rational — in essence, more modern — way of using resources and maintaining lower energy consumption. In setting up a new Datacenter, Namirial expects that by reducing the space occupied by the equipment it will be possible to reduce the rack occupancy by a factor of four, thus optimizing the relative costs.

DATACENTER TIER 4 AND NEW BUSINESS INFRASTRUCTURE

The future will probably see more extensive use of FlashBlade in the Namirial infrastructure, in particular for a very important market such as the financial world, where the company works on thousands of signatures per second. FlashBlade can be in this context the ideal solution to standardize the workflow of digital signatures.

In addition, next-generation storage can support Namirial's virtualized infrastructure. "The options available, after this first phase of use of the product, are many. Keep in mind that the life cycle of a storage product averages three years. With Pure Storage we are counting on a much longer period, so even the return on investment is really convenient." For a large group like Namirial, active in various sectors and present in the most important markets, having a solution capable of satisfying both external and internal customers is of vital importance for growth. Acquiring a point of view capable of looking ahead, anticipating challenges and anticipating solutions, and guiding the choices of the IT infrastructure, "pays" for the efforts made. "We want to continue to be leaders in the market and to do so requires an infrastructure that accompanies growth and support. Information technology in the company must be simplified and made more efficient. Thanks to Pure Storage we have freed up resources and energy, we have made the management of the IT infrastructure transparent. I think this is the result that most of all counts for success."

"Thanks to Pure Storage we have freed up resources and energy and have made the management of the IT infrastructure transparent, I think this is the result that counts most to succeed."

Genesio Di Sabatino, *Head of the Infrastructure Business Unit Trust Service Provider of the Namirial group*

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