



About Customer

NEEN is a leading provider of managed hosting services. True to its corporate tagline, “Brain, not only servers,” NEEN helps its clients build and transform business-critical web projects through highly tailored consulting services.

www.neen.it

Geo

EMEA

Industry

High Tech

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray™
Evergreen Storage™

A Strong, Flexible Foundation for High Value-Add

NEEN designs and manages cloud infrastructures that are mainly web-based. Founded as a traditional hosting provider, it has shifted to a cloud-independent managed service provider (MSP) model and works with leading cloud providers so it can focus on delivering highly tailored consulting services and a customer-oriented multicloud approach.

NEEN partners with organizations that require far more than simple “lift and shift” migrations and are instead looking to transform into cloud-native businesses. With its high value-added offering, NEEN helps customers redesign their supporting infrastructure.

“We designed our cloud to be extremely flexible in terms of both features and scalability. With Pure, we gained a custom storage solution built to grow seamlessly.”

MARCO ZANI,
CEO, NEEN

Impact on NEEN



Aligns storage with a flexible cloud architecture



Can scale infrastructure to keep up with client demand



Able to focus on adding value through tailored consulting services

Challenges



Adapt storage to an ultra-flexible cloud environment



Improve flexibility and expense over traditional hyper-converged solutions



Support clients with business-critical needs and sudden peaks in demand

Results



Storage hardware, software and capacity upgrades as needed



8:1 consolidation of previous storage systems



Critical support of e-commerce clients with +80% spikes in demand

Modern Tools Are Key to the Future

A successful digital-transformation project hinges on the skills of the people behind it and the infrastructure deployed to support it.

NEEN's clients are innovative, customer-oriented web agencies tasked with business-critical projects in key areas such as online publishing and e-commerce. These industries require tailor-made, high-quality services to differentiate and compete on a global scale.

To expand its multicloud offering, NEEN deployed its own cloud to better meet client requests for predictable pricing, local data residency, and higher customization capabilities than those offered by traditional cloud providers.

Not Just Public Cloud

Working with the leading cloud providers, NEEN leverages the full potential of multicloud deployments.

"We designed our cloud to be extremely flexible in both features and scalability," says NEEN CEO Marco Zani. "Choosing containers and a microservices architecture provides software freedom. On the storage side, we decided to avoid hyper-converged infrastructure—the traditional solution for a cloud such as this—because of its complexities and high costs."

Pure Storage® allowed NEEN to keep the storage infrastructure aligned to its project priorities: "Traditional clouds are burdened with overprovisioning. With Pure, we now have a solution perfectly tailored to our needs, and one that scales seamlessly thanks to non-disruptive Evergreen storage upgrades," adds Zani.

Delivering Even More Value

Among other benefits, NEEN has been able to keep infrastructure-related ancillary costs low, including costs for additional switch ports and power. NEEN also avoids overprovisioning, a typical issue with traditional clouds.

"Consolidation is important as well," comments Zani. "Our previous infrastructure included seven racks with eight storage systems. Now we have a modern cloud which takes up only half of a rack, and with just one storage appliance."

NEEN's customers also appreciate the single storage tier and snapshots feature of [FlashArray™](#), but what they like most is the added value NEEN provides. "An agile storage solution helps to make things simple and efficient, so we are now able to focus on the added value of our digital-transformation projects," adds Zani.

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