



About Customer

Founded in 2008, Nextiva powers billions of conversations every year across cloud business phone systems, text and team messaging, video meetings, and more. More than 100,000 customers rely on Nextiva to centralize and simplify their communication.

www.nextiva.com

Geo

North America

Industry

SaaS

Solution Area

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

Pure Storage®

Products in Use

FlashArray//C™
FlashArray//X™
FlashBlade®
FlashStack®
Evergreen//Forever™
Pure1®

Delighting Customers, One Conversation at a Time

Over the years, Nextiva has built on its reputation as a leading, reliable Voice over Internet Protocol (VoIP) provider. It now offers a comprehensive, award-winning communications platform that includes video, chat, social media, and more. This evolution, coupled with exponential growth, prompted Nextiva to re-evaluate its storage infrastructure.

After costly and unreliable experiences with both public cloud and legacy storage, Nextiva turned to Pure Storage. With simple, scalable, and powerful storage in place, Nextiva has successfully transitioned into a software-a-service (SaaS) business that continues to help customers grow and succeed.

“Outages and downtime prevent our customers from growing their businesses, and Nextiva from accounting for customer usage. Pure stops this downstream effect, helping to protect our collective revenue streams.”

ERIC ANDREWS,
SENIOR DIRECTOR
OF IT, NEXTIVA

Impact on Nextiva



Supports customers' needs for 24/7 modern business communications



Maximizes growth without adding to data center footprint or IT headcount



2X boost in IT team's overall efficiency with simpler-to-manage storage

Challenges



Moving workloads to the public cloud was costly, at nearly \$100K/month



Outages interrupted revenue flow for Nextiva and its customers



Transition to SaaS business model required efficient and reliable storage

Results



Saves millions by cutting data center footprint and extending storage life



Zero downtime boosts revenue—and customers' business communications



10X faster processes and 9X more storage capacity

No Dial Tone? No Business.

In the decade since he joined Nextiva, Eric Andrews, senior director of IT, has played a pivotal role in modernizing the company's infrastructure.

That includes re-evaluating the decision to move VoIP workloads to the public cloud. Monthly fees of nearly \$100,000 and dependency on the cloud provider to resolve outages left Andrews and his team powerless over their customers' experiences.

Existing legacy storage wasn't the solution, either. It was hard to manage and maintain, caused downtime during upgrades, and couldn't deliver the performance Nextiva's customers had come to rely on.

Enabling Everyone to Thrive

Nextiva created a private cloud with a Pure Storage backbone. Now, its VMware environment, which supports the NextivaONE unified communications platform, runs on Pure FlashArray//X. The platform includes customer support features that Nextiva clients can use in their call center, such as artificial intelligence to measure customer satisfaction in call transcripts and recordings. Oracle databases, where the billing system resides, also run on FlashArray//X.

"Outages and downtime prevent our customers from growing their businesses, and Nextiva from accounting for customer usage," says Andrews. "Pure stops this downstream effect, helping to protect our collective revenue streams."

Nextiva stores data at rest on Pure FlashArray//C, while Pure FlashBlade powers Elasticsearch, which accelerates analytics for internal logs, and for searching and indexing for Nextiva's customers. Nextiva also runs Splunk SmartStore on FlashBlade.

To simplify management of its hybrid cloud infrastructure, Nextiva uses Pure1 alongside FlashStack from Pure Storage and Cisco. With FlashStack, Nextiva saves data center space, consumes less power, and extends the life of its infrastructure. Overall, Nextiva has realized a tenfold performance improvement in its business processes.

"Our team's efficiency has easily doubled since implementing Pure, and compression has increased storage capacity from 11 to 90 terabytes on a single array," says Andrews. He also estimates that the Evergreen//Forever subscription is saving Nextiva millions of dollars by eliminating the need to re-buy storage and manage disruptive forklift upgrades.

Millions in Cost Savings

Nextiva now has a long-term, sustainable solution that enables it to make the most of its rack space allotment as it grows while minimizing e-waste.

"Pure helps us work smarter as we grow," says Andrews. "Together, we're pushing the boundaries of business communications."

purestorage.com

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