PURESTORAGE®

Prime Credit has deployed an all-flash storage solution from Pure Storage which has improved their performance and reliability on key applications and strengthened business continuity through Pure's ActiveCluster.

PrimeCredit

BUSINESS TRANSFORMATION

Pure Storage has enhanced the performance and reliability of Prime Credit's storage environment, making business continuity effortless and saving storage management time.

GEO

Asia Pacific/Hong Kong

INDUSTRY

Financial Services

"We were impressed by the speed and reliable performance delivered by the FlashArray//X."

Gary Cheng, Chief Technology Officer at Prime Credit

TURN TO PURE STORAGE FOR HIGH PERFORMANCE AND RELIABILITY

Prime Credit offers a wide range of financial services including personal loans, loans for property owners and credit cards. To deliver a superior customer experience, Prime Credit has a loan and credit card processing system that allows customers to apply online and receive instant loan approval.

Prime Credit is committed to enhancing its online services with cutting-edge technology to offer outstanding money lending solutions with operational excellence. A storage system with high performance, reliability and low latency is therefore critical to enabling the company to stay at the forefront of the industry.

SUPPORTING RAPID BUSINESS GROWTH WITH AN ALL-FLASH SOLUTION

Prime Credit had been running its core loan system on legacy storage system that was unable to cope with the company's rapid business growth. Its lagging performance also caused a slow data replication in the company's data center.

"We had upgraded the legacy storage system two years ago, but it was incapable of supporting our considerable data growth. We needed to identify a storage provider who could offer a high-performance and reliable storage solution to accelerate the performance of our loan system and support a high resilience clustering infrastructure for Oracle RAC, which facilitates database replication in the data center," said Gary Cheng, Chief Technology Officer at Prime Credit.

In addition to reading product research reports from analyst firms, Prime Credit evaluated offerings from several storage suppliers. As part of the evaluation process, the company conducted benchmark tests on Pure's FlashArray//X arrays before deciding to purchase them for the primary data center and the disaster recovery site.

SUPPORTING ACTIVE-ACTIVE DATA CENTERS

Prime Credit migrated its loan system to Pure and switched to an active-active data center design with Oracle RAC. The two data centers back up each other to protect all sensitive customer information from unpredictable disasters.

"The configuration of the FlashArray//X in our two active-active data centers was complex but its deployment schedule was smooth," said Cheng.

COMPANY:

Prime Credit
https://www.primecredit.com

USE CASE:

- Oracle RAC

CHALLENGES:

- Legacy storage system was unable to support rapid business growth

- Slow performance of the legacy storage system hampered data replication

IT TRANSFORMATION:

- Oracle applications run 5 times faster

- Purity ActiveCluster solution enhances business continuity

- The company has saved 10% of manpower time in storage management

- Application uptime has increased to 99.9999%

"We are extremely satisfied with Pure Storage's after-sales service. They provide one single point of contact to respond to all of our needs and enquiries."

Gary Cheng, Chief Technology Officer at Prime Credit

PROVEN PERFORMANCE AND RELIABILITY FOR EVERY WORKLOAD

High performance, reliability and ease of management are the key benefits of Pure Storage FlashArray//X.

"We were impressed by the speed and reliable performance delivered by the FlashArray//X. Its performance is 20-30% faster compared to our legacy storage system. In addition, the storage system footprint is reduced to save space from 3U to 4U compared to our previous storage system," said Cheng.

Implemented together with FlashArray//X was Purity ActiveCluster, a fully symmetric active-active bi-directional replication solution that provided synchronous replication and automatic transparent failover between two data centers with zero downtime. Customer data was always-on, fast and secure.

"FlashArray//X and ActiveCluster work well with Oracle RAC. They have enhanced application reliability and uptime to 99.9999%. We can rest assured that our loan application service will always be up and running even in the event of disasters," said Cheng.

FlashArray//X was built on the rich integration track record of the FlashArray family. It was tested and certified to work with various business applications including Oracle. Prime Credit can now run its Oracle applications five times faster than before, including online and batch processing. Purity ActiveCluster extended Oracle RAC to two data centers with no incremental cost, it helped the company to save on Oracle licensing costs as well.

SIMPLIFIED MANAGEMENT PLATFORM

Pure Storage has made storage management effortless. "We are extremely satisfied with Pure Storage's after-sales service. They provide one single point of contact to respond to all of our needs and enquiries," said Cheng. "Pure Storage's self-driving storage capability has saved around 10% of manpower time in storage management, allowing our IT team members to focus on more mission-critical tasks."

"Our entire IT team can now deploy new application testing on Pure Storage with ease. And with the Pure1 storage management and support platform, we can monitor our storage performance statistics, utilization or even provisioning new storage plans instantly," said Cheng.

With Pure Storage FlashArray technology, Prime Credit is better equipped to respond to changing business needs and accelerate time-to-market for its financial services offerings.

PURESTORAGE®

info@purestorage.com
www.purestorage.com/customers