PURESTORAGE®

About Customer

PSS Industrial is a leading value-added distributor serving a diverse base of customers in the energy industry, providing maintenance, repair, and operating supplies for oil and gas pipelines.
http://pssigroup.com

Geo
North America

Industry
Energy

Solution Area
Accelerate Core Applications

Products in Use
Pure Storage® FlashArray™
VM Analytics Collector
VMware vSphere

About Partner

VMware is a Pure Storage technology partner and global leader in compute, cloud, networking and security, and digital workspace solutions, building the digital foundation for the next wave of innovation.
www.vmware.com

Storage Fuels Growth for a Gas Pipeline Supply Company

Providing everything energy companies need to install and service oil and gas pipelines, PSS Industrial differentiates itself with fast delivery to customers' job sites—a standard it seeks to maintain as it continues to grow through acquisitions.

However, growth was beginning to strain the company's storage infrastructure, cutting into the performance of the business-critical ERP system. That's why PSS Industrial turned to VMware Virtual Volumes (vVols), gaining robust performance for its ERP system so it can continue to deliver supplies to customers in the field when it matters most.

> "vVols on Pure Storage is significantly easier to use and automates more of the setup process compared to other storage solutions. Because I don't have to babysit it, I can focus on strategic initiatives to support growth."
>
> **VINCE WOOD,**
> SYSTEM ENGINEER 1,
> PSS INDUSTRIAL GROUP

Impact on PSS Industrial

Enables more responsive service to energy customers

Streamlines mergers and acquisitions

Reduces costs by keeping IT team lean and efficient

Challenges

Rapidly deliver supplies to customers in the field

Support continued M&A growth with scalable, flexible storage

Simplify storage and VM management for a team of one

Results

Speeds up customer service with stable ERP performance by switching to FlashArray

Streamlines acquisitions with easier, more cost-effective provisioning support

Brings features to business users sooner with a more agile infrastructure

Storage Can Help—or Hinder—Business Growth

As a systems engineer at PSS Industrial, Vince Wood is responsible for ensuring systems, software, and storage can scale with the business as it grows through mergers and acquisitions. One of his top priorities is the Infor Distribution SX.e ERP system, the lifeblood of the company's distribution operations.

"The ERP system was constantly wrestling with other workloads for space and throughput on our legacy storage array," Vince says. "I spent a lot of time manually balancing performance and capacity on the aging infrastructure."

The stakes were high. If the ERP system were unresponsive, PSS Industrial risked delaying equipment deliveries that could be critical to a customer's pipeline project.

As the sole engineer responsible for storage and VMware administration, Vince needed an easy-to-manage solution that would allow the company to grow without sacrificing its excellent customer service.

A Lean IT Team Drives Impact with vVols on Pure Storage

Instead of adding an SSD cache to its legacy storage arrays, Vince decided that Pure Storage FlashArray and vVols would be a better fit, giving each application its own storage volume. The technology satisfies ERP performance demands to keep deliveries on schedule, and it provides the scalability and flexibility to add new workloads from acquisitions. For Vince, it met five primary requirements:

- Fast performance with 100% flash storage
- Per-VM storage policy-based management (SPBM) with vVols
- Simplified setup and operations through vVols
- Visibility into VMware-related storage metrics with VM Analytics Collector
- Deduplication across volumes, with 19:1 ratios

"vVols on Pure Storage is significantly easier to use and automates more of the setup process compared to other storage solutions," says Vince. "Because I don't have to babysit the storage, I can focus on strategic initiatives to support growth."

IT Aligns Itself with an M&A-driven Enterprise

PSS Industrial moved its entire IT infrastructure to Pure Storage FlashArray, and performance has remained brisk. The company has even avoided adding IT headcount despite several mergers and acquisitions that nearly doubled the company's size.

"With VMware vVols on Pure Storage, we get stability," Vince says. "I don't have to worry about whether a change in one workload is going to impact another."

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