



About Customer

In Denmark, Rackhosting is the cloud hosting company that organizations of all sizes and from all industries trust with their business-critical workloads. With 11 straight years of 100 percent uptime, Rackhosting earns and justifies that trust—every day.

www.rackhosting.com

Geo

EMEA

Industry

Technology

Solution Area

Enable Multi-cloud
Modernize Data Protection

Products in Use

Pure Storage® FlashArray™ //C
Pure Storage FlashArray //X

Rackhosting Delivers 100% Uptime for Customers

After a breakdown in a legacy storage system caused the loss of three terabytes of data and 11 days of downtime for his customers, Rackhosting founder Martin Helms swore it would never happen again.

Eleven years later, it never has. That's because Martin and his team at Rackhosting are committed to performance, system redundancy, and 100 percent uptime. And they've partnered with Pure Storage to make sure they can deliver on those commitments. Pure is building a long-term relationship with Rackhosting, providing a platform that delivers stability and reliability – and peace of mind – to Martin and his customers.

“Pure Storage delivers speed, performance, and stability so we can help our customers run bigger workloads, faster.”

MARTIN HELMS,
FOUNDER AND MANAGING
DIRECTOR, RACKHOSTING

Impact on Rackhosting



Enables Rackhosting to provide 100% uptime to its clients



Failover capabilities ensure business continuity and data integrity



Ability to archive data to multiple storage platforms saves money

Challenges



Former storage vendor's roadmap no longer supported active/active failover



Needed to support customers' growing workloads cost-effectively



Customers require reliable and fast backup and restore capabilities

Results



Provides business continuity with highly performant Purity ActiveCluster™



Tiered, NVMe storage eliminates performance bottlenecks and saves money



Snapshot feature restores servers in a few minutes

Happy Customers Mean a Happy Founder

Rackhosting founder Martin Helms is happy. "I founded the company in 1998, and after all these years, I'm still happy when I go to work. And that's a fantastic feeling."

And why not? Since its founding, Rackhosting has provided business-critical hosting services for customers ranging from the Danish government to small retailers and leading-edge digital agencies across Europe. As its customers' online presence and digital workloads have grown exponentially, Rackhosting has grown and adapted to keep pace. "Today we're known for our super-fast storage and workload performance," says Martin. "We even out-perform the hyperscalers."

Learning from Crisis

Following the epic failure of its original HP storage system and subsequent data loss, Martin and his team realized that they needed a new storage platform. They selected Nimble Storage, which performed well for several years. But after HPE acquired Nimble and changed the product roadmap, it was time for another change.

Rackhosting wanted a long-term, strategic storage partner that offered leading-edge solutions with features like active/active failover. They found that and more with Pure Storage.

Pure's NVMe (nonvolatile memory express) architecture gives Rackhosting a competitive advantage by using faster flash memory instead of slower physical disks. Its unique Snapshot feature saves both time and money by enabling fast backup and restore capabilities to both Pure and non-Pure systems. And its ability to support active-active failovers with Purity ActiveCluster means business continuity with no degradation in system performance.

To best match storage resources to client needs, Rackhosting employs a tiered storage architecture. Tier 1 runs on Pure FlashArray//X for maximum performance, while Tier 2 uses Pure FlashArray//C to accommodate customers' growing data storage needs. The ability to snapshot data to generic Tier 3 storage devices helps save on the cost of storing less-critical data, while integration with Veeam provides a seamless archiving solution.

A Platform for Growth

The bottom line has been 100 percent uptime and blazing-fast performance amidst continued growth in the number of customers and the size of their workloads. And Martin is still happy. "Pure Storage delivers speed, performance, and stability so we can help our customers run bigger workloads, faster."

purestorage.com

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