



About Customer

Founded in 1872, Simplyhealth is a leading healthcare company serving more than a million individual and corporate customers in the UK, with a vision to build a healthier nation. Recently, it became the first B Corp in UK health insurance.

www.simplyhealth.co.uk

Geo

EMEA

Industry

Healthcare

Solution Area

Accelerate Core Applications
Modernize Data Protection
Enable Multi-cloud

Pure Storage®

Products in Use

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

About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloud-like capabilities with superior data protection and business continuity.

www.veeam.com



Simplyhealth Prioritizes IT Wellbeing

The insurance sector is notorious for the volume, variety, and velocity of the data it generates—and the challenges these pose. When it comes to health insurers, medical and dental data only add to the complexity. With a comprehensive offering of insurance plans, Simplyhealth meets the varied needs of its customer base to its customers. But its storage and core systems struggled to keep up with growing data volumes.

Multiple acquisitions had also resulted in a mix of IT vendors and technologies that required constant attention—and frequently failed. Consolidating onto Pure Storage gave Simplyhealth a stable, easy-to-manage core that supports every part of the business.

Heritage In Healthcare and A Complex Legacy

With a 150-year history, Simplyhealth is committed to improving access to healthcare for all—and that isn't just a sales message. Each year, Simplyhealth donates up to £1million to a range of community causes, and in 2022 it became the first UK health insurer to achieve B Corp certification.

Impact on Simplyhealth



100% availability enables more reliable health services for customers



Modernizes technology stack for business growth and resilience



Aligns with sustainable business goals that help communities thrive

“We were looking for power, efficiency, and resilience. Pure Storage delivered all of these in spades and gave us a secure, dependable core to support our business.”

STEVE LOVERN,
DIRECTOR, TECHNOLOGY
& DATA, SIMPLYHEALTH

Challenges



Performance issues and frequent outages interrupted the core business



Disjointed, complex tech stack made infrastructure management a nightmare



Customer data needed better safeguarding in case of ransomware attack

Results



Achieves exceptional performance gains while eliminating reliability issues



86% fewer server racks simply management and cut energy usage and costs



Secure data protection with rapid restore capabilities

Customers can choose from several tiers of health and dental plans to cover everything from eye tests to chiropractic appointments and general practitioner services. But these data-intensive operations put a strain on Simplyhealth's platforms and storage.

In the past outages were common across the legacy systems. Infrastructure was complex and hard to manage, and issues frequently went unresolved. Steve Lovern, director of technology and data, and Richard Round, head of infrastructure, were charged with turning this around.

Re-designed, Streamlined, Consolidated Infrastructure

After acquiring several companies in the 2010s, Simplyhealth had three separate IT divisions, each with different technologies and its own way of operating. Years of IT underspend meant network infrastructure was unpredictable and unreliable: outages could sometimes last up to two days. Even the company's main insurance platform, Pulse, had experienced two separate failures—delaying claims processing for customers and providers.

The IT team was also running two data centers, with 21 racks of compute that used numerous types of arrays. Most of these stood on their own, making it difficult to connect different offices and functions to each other.

Steve Lovern and Richard Round standardized their storage platforms with Pure Storage FlashArray, FlashBlade, and FlashStack from Pure and Cisco Systems. "We were looking for power, efficiency, and resilience," says Steve Lovern. "Pure Storage delivered all of these in spades and gave us a secure, dependable core to support our business."

The Evergreen architecture was another key selling point. "Other vendors have a shelf life," says Richard Round. "With Pure's Evergreen offering, we don't have to worry about costly and disruptive upgrades."

Built for Speed, Secure by Design

Today, FlashBlade handles backups and unstructured data storage. The company's core platforms and production systems, including Oracle and Microsoft SQL Server databases and the claims management system—which is vital to Simplyhealth's business—run on FlashArray.

"Pure's arrays deliver unprecedented performance and eliminate the reliability issues of our old system," notes Richard Round. Integrating compute, network, and storage with FlashStack provides even more agility and scalability as Simplyhealth grows.

Pure FlashArrays also support Simplyhealth's transactional systems, handling dental, corporate, and personal data, as well as financial information. Because each array is encrypted at rest, there is a constant layer of data security. Pure's SafeMode™ Snapshots provide additional peace of mind: Simplyhealth has seven days' worth of immutable backups



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that cannot be purged from their systems, even by the IT team. This mitigates the threat of ransomware data loss and provides extra reassurance on top of the company’s Veeam data protection software.

Consuming Less Energy, With More Time for Strategic Work

Thanks to its storage investment Simplyhealth has gone from 21 racks of compute/storage to just three. Now, the company’s server racks consume around 18kW—a 50 percent reduction in power required for the previous systems. And with such a large reduction in physical footprint, the company has closed one of its two data centers, saving even more in rent and operational costs.

“We take our environmental responsibilities seriously, and expect our suppliers to do the same,” says Steve Lovern. “Pure helps us dramatically reduce our carbon emissions and make a positive contribution to the communities we serve.”

Managing storage infrastructure has become far simpler as well with Pure1. “We can manage our Pure footprint through a single dashboard,” says Richard Round. “And if we experience any issues, Pure supports us for as long as we need.”

With a simpler, more efficient tech stack, the IT team has been able to reduce the number of virtual servers from 800 to 450. Previously, maintaining the technology underneath the virtual environment kept Richard Round’s engineers busy enough. Now they’ve been able to virtualize almost the entire estate, including the Pulse insurance platform—and are ready for more cloud services in the future.

Since investing in Pure, Steve Lovern and Richard Round have helped the team to completely change how they work. “Instead of commodity work, we can dedicate our resources to strategically important projects,” says Steve Lovern. “We’re not plugging leaks and fighting to keep systems upright and online anymore. Pure is helping us to move the business forward.”

purestorage.com

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