

**TAEKNIZON****About Customer**

Taeknizon is a fast-growing private cloud service company offering IaaS, Backup as a Service, DRaaS, Security as a Service (SECaaS) and more. In addition, Taeknizon's services cover cyber security solutions, consultancy, and data centre solutions.

www.taeknizon.com

Geo

EMEA

Industry

Technology

Solution Area

Enable Multi-cloud
Accelerate Core Applications

Pure Storage®**Products in Use**

FlashArray//C™
Evergreen//One™

Taeknizon Scale Cloud With a Subscription Storage Model

Recognising the pressing need for UAE organisations to digitalise their operations through the pandemic, Taeknizon established its cloud business in 2020. Overwhelming demand for these services has driven more than 30% year-over-year growth.

As demand surged, it became increasingly evident to Pramod Deshpande, Lead Cloud Architect at Taeknizon, that the company could not sustain this momentum with constant storage upgrades. That's when he switched to the Pure Storage subscription model. It's not just end customers, but also cloud providers that benefit greatly from shifting to an OpEx model.

"Capacity planning and upgrades are a thing of the past, and we've instead got our sights firmly set on innovation with Pure's subscription-based storage."

PRAMOD DESHPANDE,
LEAD CLOUD ARCHITECT,
TAEKNIZON

Impact on Taeknizon

Supports 30% year-over-year growth of cloud business



Meets clients' most demanding SLAs



Adds value and confidence with ransomware protection

Challenges



Rapid growth meant frequent and drawn-out upgrade cycles



Commodity storage required significant management overhead



Platform needed to support innovative new cloud services

Results



Saves 12 hours per week, allowing IT to focus on innovation



Delivers high-performance and 99.9999% availability



Greenfield customers onboarded in under 4 hours

Capitalising on Cloud Adoption

Until a few years ago, few companies in the UAE did business in the cloud. Things changed almost overnight under the pressures of the pandemic. Companies needed to digitise operations quickly, and the most efficient option meant migrating to the cloud.

In response, Taeknizon established its private and multi-cloud solutions and services business, and the market reception was overwhelming. With new customers coming on board every month, Deshpande and his team went through two upgrade cycles for their cloud data centres. “The six months it took to implement new commodity storage threatened to directly impede our growth,” says Deshpande.

Cloud Provider Benefits From OpEx Model

To maintain Taeknizon's strong growth, Deshpande turned to Evergreen//One (formerly Pure as-a-Service). “As a cloud provider, we're strong OpEx advocates, so Pure's subscription-based storage was a no-brainer,” says Deshpande. “We only pay for what we use, and we charge customers based on monthly usage – it couldn't be simpler.”

With Pure fully managing the storage infrastructure, Taeknizon's IT team saves an average of 12 hours per week. “With capacity planning and upgrades now things of the past, our IT team can keep their sights firmly fixed on innovation,” says Deshpande.

This freedom from capacity constraints gives Taeknizon's sales teams the confidence to constantly seek out new customers without concerns of their onboarding being delayed by technical limitations. “If it's a cloud migration, we're typically up and running in under two weeks. If it's a greenfield deployment, our client can be all set up in as little as half a day,” says Deshpande.

Pure FlashArray//C provides Taeknizon with proven availability, and consistent single-millisecond latency for its clients' most demanding workloads. “Pure is built for uptime and delivers the 99.9999% availability we need,” adds Deshpande. With Taeknizon's Level 1 and Level 2 support backed up by Level 3 support from Pure, the cloud provider can meet its clients' most demanding SLAs. Pure features such as SafeMode™ speed recovery and mitigate the effects of ransomware, enabling Taeknizon to provide its customers with powerful ransomware protection as a complimentary service.

Set for Expansion

With its new storage model proving highly effective in the UAE, Taeknizon is keen to expand its cloud offering to customers beyond the Emirates. “Before the end of 2023, we plan to establish cloud data centres in Saudi Arabia, Egypt, and India with Evergreen//One ensuring that our customers always benefit from the latest in high-performance flash storage,” Deshpande said.

“Pure will also be the rock-solid backbone on which we will soon introduce our Solution-as-a-Service, IoT, and AI and ML cloud services,” he concluded.

purestorage.com

800.379.PURE

