



#### About Customer

TeraGo uses the power of technology to drive business growth for companies across Canada—enabling networking, 5G, colocation, and cloud services for 3,000 midmarket and enterprise customers.

[www.terago.ca](http://www.terago.ca)

#### Geo

North America

#### Industry

High Tech

#### Solution Area

Accelerate Core Applications  
Enable Multi-cloud

#### Pure Storage®

#### Products in Use

FlashArray™  
Evergreen//One™

# How TeraGo Makes Exceptional Service Look Easy

With five data centers across Canada and customers in virtually every industry, TeraGo operates at large scale, never losing sight of its goal—keeping customers happy. Its high-touch support model has earned the company a high Net Promoter Score (NPS). And customers rely on the provider for expert guidance as they move to the cloud.

TeraGo must deliver a seamless, hybrid cloud environment with unfailing performance and reliability, and the ability to scale on demand. With Pure Storage FlashArrays delivered via Evergreen//One (formerly Pure as-a-Service), that task has become a lot easier—making the provider more responsive to customers, and its pricing more competitive.

“Evergreen//One aligns our storage costs with the revenue coming in the door. We’ve freed up capital dollars to invest elsewhere, including 5G and edge computing.”

**DUNCAN MCGREGOR,**  
VP ENGINEERING AND  
OPERATIONS, TERAGO

## Impact on TeraGo



Scales rapidly to meet customer demands for capacity and performance



Allows TeraGo to price its services more competitively



Frees up capital expenditures to invest in strategic initiatives

## Challenges



Customers expect reliable performance as they grow



Staying ready to scale meant paying for unused capacity



Increasing capacity required heavy administration on the back end

## Results



Improves baseline storage performance by up to 4x



Aligns storage operational costs with incoming revenue



Enables faster responsiveness to customers with simplified management

## Never Mind the Technical Details—Just Make It Fast

Regardless of their industry, TeraGo customers have at least one thing in common. They trust TeraGo to keep cloud infrastructure and critical systems, such as databases and virtual desktop infrastructures, running optimally, so they can focus on what they do best. They leave the details to the experts, including Director of Cloud and Data Center Services Mohamed Jivraj.

“Many of our customers rely on us exclusively for their storage needs,” says Jivraj. “They don’t want to focus on the details—they just want it to be fast.”

For TeraGo, the job is to deliver seamless reliability, performance, and scalability. In the past, that meant keeping extra disk capacity around for unexpected growth and absorbing the cost of those unused resources. Scaling up in size and performance required a lot of work on the back end.

TeraGo was already good at making technology easy for customers. “We provide exceptional, high-touch support in everything we do so that customers don’t have to worry about a thing,” says Duncan McGregor, VP of Engineering and Operations.

The question was whether TeraGo could make the job easier behind the scenes as it jockeyed for position in the competitive cloud market.

## Everything Complex Becomes Simple With Pure

Partnering with Pure Storage, TeraGo consolidated multiple storage tiers onto Pure Storage FlashArrays and adopted the Evergreen//One model. The platform enables the company to deliver seamless hybrid cloud solutions to its customers, with up to 4x faster baseline performance and the ability to scale on demand.

“Pure Storage took complex operations and made them very simple,” says Jivraj. “It’s literally a few clicks of a button to bump up performance or capacity. That means we can respond rapidly to customer needs.”

From a financial perspective, Evergreen//One eliminates big capital expenditures and allows TeraGo to pay only for what it uses. This allows them to create a simpler, more competitive pricing model for customers, while driving its own business forward.

“Evergreen//One aligns our storage costs with the revenue coming in the door,” says McGregor. “We’ve freed up capital dollars to invest elsewhere, including 5G and edge computing, and I certainly see Pure Storage playing a role in those initiatives.”

For McGregor, that’s the sign of a great partnership. “The relationship with Pure has been amazing,” he says. “We couldn’t have asked for more.”

[purestorage.com](https://purestorage.com)

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