



CASE STUDY

TierPoint is on Point to Drive Customer Success

7-FIGURE

Cost savings by shifting to storage as a service

125 HOURS

Saved annually on storage maintenance renewal management

BOOSTS

Customer productivity, performance, and data protection

“Pivoting to Pure Storage Evergreen//One makes TierPoint an as-a-service company in every way. We can now confidently meet our customers where they are on their journey to digital transformation.”

LINDA METZLER

SENIOR VICE PRESIDENT, SPEND OPTIMIZATION, TIERPOINT

TierPoint delivers flexible hybrid IT services so that customers can focus on achieving their business goals. With the Pure Storage platform, TierPoint helps [future-proof your data storage infrastructure](#)—saving time and money, protecting data, and setting itself and its customers up for ongoing growth.

Partnering with Procurement to Drive Innovation

Linda Metzler has spent three decades as an IT procurement leader. It's her job to understand the latest technologies so that she can arm her IT teams with the tools they need to succeed.

That's a big responsibility in her current role at TierPoint, a managed services provider that aims to simplify the [complexity of modern IT](#) for its customers. These range from telecom and financial services to healthcare, manufacturing, and non-profit organizations.

With TierPoint experiencing significant growth over the past three years, Metzler shifted away from the traditional approach to storage procurement. It was costly and time-consuming and involved overlapping cycles of capital expenditures, maintenance, upgrades, renewals, eventual replacement and data migration.

In addition, upgrades were a major pain point—they were complex, hard to schedule, and had to be done without disrupting uptime for TierPoint's customers. So Metzler turned to an as-a-service approach delivered by the Pure Storage platform.

"Pivoting to Pure Storage Evergreen//One makes TierPoint an as-a-service company in every way," says Metzler. "We can now confidently meet our customers where they are on their journey to digital transformation."

She adds: "The Pure Storage Evergreen//One subscription is a paradigm shift. You could make the business case just on the time it saves, but it's the financial analysis that's the most compelling. We've got a much clearer line of sight on costs, and managing storage over time has become much easier."

TierPoint estimates it has achieved seven-figure cost savings and saved 125 hours annually on storage maintenance renewal management, all while positioning itself to surpass its customers' expectations.

“ Storage fire drills related to capacity, downtime, or upgrades are a thing of the past because they're all baked into the Pure Storage Evergreen model.”

CHAD ELLIOTT

DIRECTOR OF PRODUCT MANAGEMENT, TIERPOINT

Supporting Customer Transformations for Better Outcomes

TierPoint relies on the Pure Storage platform to support a variety of customer workloads, including Microsoft SQL, MySQL, and Oracle databases, amounting to 50PBs of data and growing. The most common use case is for private cloud, as Pure Storage provides optimized storage for virtualization environments.

A combination of more than 130 Pure Storage FlashArray™ and FlashBlade® systems support TierPoint customers' needs. The Pure Storage platform gives TierPoint the flexibility to provide both on-premises and as-a-service storage based on ever-evolving customer requirements, seamlessly scaling and upgrading without any rebuys or downtime.



With the Pure1 unified control plane, TierPoint gained full visibility across their infrastructure and the ability to perform self-service upgrades on their own schedule. This streamlined operations, reduced downtime risk, and improved efficiency. Upgrades now take minutes instead of hours or days, with no disruption to service. Automated health checks and built-in safeguards ensure every upgrade runs smoothly and securely—giving the team control, flexibility, and peace of mind. Pure Storage Professional and Support Services also offer expert support for any situation. “Storage fire drills related to capacity, downtime, or upgrades are a thing of the past because they’re all baked into the Pure Storage Evergreen model,” says TierPoint Director of Product Management, Chad Elliott. “Pure Storage handles it all. This frees us to create excellent experiences for our customers.”

“ I can’t emphasize enough the importance of Pure Storage SafeMode™ Snapshots to our internal teams, as well as our customers. It’s a huge differentiator.”

CHAD ELLIOTT

DIRECTOR OF PRODUCT MANAGEMENT, TIERPOINT

Mounting a Strong Cyber Defense and Foundation for Growth

To meet the varying security needs of its clients, TierPoint has the flexibility to offer its customers integrated backups utilizing backups from Veeam, Commvault, and the Pure Storage platform as part of its [portfolio of security services](#). Backups are secured by immutable SafeMode Snapshots to deliver industry-leading cyber resilience for customers. “I can’t emphasize enough the importance of Pure Storage SafeMode Snapshots to our internal teams, as well as our customers. It’s a huge differentiator,” says Elliott. The combination of powerful cyber resiliency and subscription-based storage paves the way for a new offering from TierPoint: medical imaging storage as-a-service.

“ With Pure Storage technology underpinning our operations and our deep bench of expertise, we can continue to offer value-added services to enterprises across industries.”

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SENIOR VICE PRESIDENT, SPEND OPTIMIZATION, TIERPOINT

With medical studies containing anywhere from a single image to hundreds of files, the unique billing model of Evergreen//One, ransomware mitigation and rapid recovery capabilities from Pure Storage, and TierPoint’s IT security and compliance services provide an attractive multi-layered defense for healthcare organizations. “With Pure Storage technology underpinning our operations and our deep bench of expertise, we can continue to offer value-added services to enterprises across industries,” says Metzler.



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www.tierpoint.com**A Culture of Collaboration and Technology Innovation**

For Metzler, the strong partnership between TierPoint and Pure Storage is the result of a cultural alignment that brings innovation and entrepreneurial energy to every engagement, at every level.

“Whether it’s procurement or IT or support services, the teams at TierPoint and Pure Storage bring a solutions-oriented mindset to every situation,” says Metzler. “We are great partners working together to exceed our customers’ expectations and help them grow their business.”

