



About Customer

Virgin Media O2 is one of the UK's largest telcos, providing quad-play services to its customers: TV, broadband, phone and mobile coverage. Formed in 2021 by a merger of O2 and Virgin Media, it serves over 47 million connections in the UK.
www.virginmediao2.co.uk

Geo

EMEA

Industry

Telecommunications

Solution Area

Activate Real-time Analytics
Accelerate Core Applications

Pure Storage®

Products in Use

FlashArray//X™
Evergreen//Forever™

Virgin Media O2 Aims for Zero Emissions With Pure Storage

When O2 and [Virgin Media](#) merged to form Virgin Media O2 in June 2021, it brought together the UK's largest and most reliable mobile network with a fully gigabit broadband, TV and landline network, all from one company.

Mobile customer data and analytics are critical to growth, and that means having a powerful IT environment that also contributes to the company's net zero emissions goals. A move to Pure Storage saves money while building a scalable platform for growth.

As a quad-play provider, Virgin Media O2 provides bundles that aim to meet all of their customers' connectivity, communication, and entertainment needs. Delivering these services effectively depends on deep customer insight, but storage was struggling to handle the growing demands. At the same time, customers want to work with customers to take sustainability seriously. Virgin Media O2 made it a goal to achieve net zero carbon emissions across its entire value chain by 2040, meaning that just adding more devices wasn't an option.

"We got in touch with Pure Storage because we needed powerful, reliable storage. For us, Evergreen is the solution that enables the business to drive continuous improvements while building new, innovative solutions that we can bring to market."

AJIT SHARMA,
BUSINESS OPTIMISATION
MANAGER, VIRGIN
MEDIA O2

Impact on Virgin Media O2



96% reduction in power consumption after moving to FlashArray



Gains insights to better manage, bundle, and develop services for customers



Increases scalability to support data demands from connected devices

Challenges



To hit net zero carbon emissions across its entire value chain by 2040



Ever-growing data volumes were stressing legacy storage



Upgrades caused a risk of service outages that compromised service

Results



Reduced data centre footprint to 3U from previous 42U legacy deployments



Handles four petabytes of customer data on just 20 FlashArray units



Experienced zero Priority One alerts and delivered non-disruptive upgrades

“Some of our storage technology was reaching the end of its supported life,” says Ajit Sharma, business optimisation manager for Virgin Media O2. “We were looking at a risk of failure, but we couldn’t upgrade, because that could mean service outages. We were stuck and needed to dramatically rethink our storage strategy.”

Immediate ROI with zero disruption

Sharma chose to migrate to Pure Storage FlashArray, giving the business a stable foundation that it could build on for years. The company immediately began to see benefits from a sustainability perspective, reducing the data centre footprint on each deployment to 3U from previous 42U legacy deployments, a 90% data center floor space reduction, avoiding the need for additional data centre space.

That adds up to an incredible 96% reduction in power consumption. Today, the O2 mobile business unit runs its core storage on 20 FlashArray units, handling more than four petabytes of data. “Without the move to Pure Storage FlashArray, we would have needed to build an additional data center,” says Sharma.

The company has never experienced an issue with its Pure platform, nor suffered a single outage. In fact, the IT team has run three hardware upgrades since switching to FlashArray, each one completed with zero disruption to customers thanks to FlashArray’s Evergreen architecture.

Sharma sees the Evergreen subscription service as one of the most compelling reasons to move to Pure Storage, as it reduces ongoing maintenance and support costs and eliminates storage rebuys.

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Scalable analytical power

Today, Virgin Media O2 uses Pure FlashArray as the home for its mobile customer analytics. It provides valuable insights for managing core services, cross-selling new services, and helping brands reach consumers at exactly the right time.

“We know that deploying Pure FlashArray is quick and simple,” says Sharma. “So, as our data volumes grow, we’ll be able to easily scale our capabilities without worrying about the storage that our business relies on.”

purestorage.com

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