

**About Customer**

WOB COM GmbH, a wholly owned subsidiary of the Stadtwerke Wolfsburg AG Group in Germany, has been providing Wolfsburg, Gifhorn, and the surrounding region with telecommunications services since 1996. Today, WOB COM serves more than 29,000 customers.

www.wobcom.de

Geo

EMEA

Industry

Telecommunications

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashBlade®
Pure as-a-Service™
Pure1®

WOB COM Enables Customer Innovation with Pure Storage

A Modern Storage Infrastructure for Faster Data Processing

As a certified and licensed fixed network provider, WOB COM recognizes that the value of data and the supporting storage infrastructure — especially for business customers — is enormous. Part of WOB COM's business model is helping its enterprise customers process business data at lightning speed for innovative projects such as smart cities, data analytics, and medical research.

For example, a modern, high-performing, and reliable storage infrastructure is key for WOB COM's customers to create value from data to improve the lives of people living in and traveling through cities. The company provides sophisticated storage services to enable these "Smart City" projects, which produce massive amounts of real-time data from Internet of Things (IoT) sensors and dynamic energy and traffic management systems.

"With Pure as-a-Service, we were able to choose the storage capacity we needed to start with, knowing we can scale easily to expand at any time."

GIOVANNI COPPA,
HEAD OF DATA CENTER
AND CLOUD INNOVATION,
WOB COM GMBH



Enables delivery of high-performance IT services to enterprise customers



Provides highly reliable always-on operation through predictive analytics



Speeds data processing enabling Smart Cities and other customer innovations

Challenges



Improve storage infrastructure to support customer innovation



Control costs through an improved billing model



Increase storage performance for continuous data processing

With a unified fast file and object storage platform like Pure Storage FlashBlade underpinning the company's storage infrastructure, WOBCOM is able to support these sophisticated IT projects for its customers. An important aspect in choosing Pure Storage was the ability to use Pure1 for full-stack monitoring with predictive analytics and support.

Pure as-a-Service for Flexibility and Cost Efficiency

FlashBlade, delivered via the Pure as-a-Service subscription model, provides WOBCOM with the flexibility to scale up or down as needed to enable its customers to continue to drive innovation.

Pure as-a-Service also enables financial flexibility. Giovanni Coppa, Head of Data Center and Cloud Innovation at WOBCOM GmbH, explains: "With Pure as-a-Service, we were able to choose the storage capacity we needed to start with, knowing we can scale easily to expand at any time. We no longer have to pay large upfront capital expenses. Instead, we pay based on gigabytes of capacity consumed and additional services used, such as data encryption."

Easily Scalable Storage Resources for Existing and New Customers

The large volumes of unstructured data generated in Smart City projects, often by IoT sensors, need to be processed and analyzed quickly and efficiently. "Pure Storage FlashBlade is, by far, the best and most innovative storage solution that provides the speed and scalability our customers need," says Coppa.

Results



Delivers a very flexible and agile infrastructure



Provides more scalable, cost-efficient use of storage capacity



Supports fast processing of large volumes of unstructured data

purestorage.com

800.379.PURE

