

Pioneers

Seeing storage consumption
through a different lens.



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Many companies set out to be pioneers, innovators, and movers and shakers to build a better world for others. They desire to help their customers overcome obstacles and create pathways for others to easily follow.

Here are a few stories of companies that thought about storage consumption differently to help their customers, while improving their own businesses at the same time.

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SaskTel Business Solutions

World-class performance, localized.

It was not always a given that Saskatchewan businesses had the reliable, secure internet and cloud-based services they needed. SaskTel has changed that. Here's how SaskTel works with local businesses to ensure they have reliable and resilient services delivered at an affordable price, to help businesses thrive through technology.

SaskTel Business Solutions is a division of Canadian telecom provider SaskTel. Customers across the country rely on its experts to deliver the solutions to help them grow. SaskTel's managed services include world-class infrastructure, cloud hosting, wireless services, data backup and recovery, plus much more. They power the companies that make Saskatchewan thrive, and helps them connect to their community.

In the past, SaskTel Business Solutions had to overbuy capacity from multiple vendors using multiple solutions to meet customer needs and avoid downtime. This made storage administration costly and time-consuming. To stay competitive and best serve Saskatchewan's businesses, SaskTel Business Solutions needed to refocus its services and data storage on flexibility and price.

SaskTel Business Solutions moved to Pure Storage. Replacing arrays from three vendors with Evergreen//One™, a single all-flash solution delivered as a service, allowed them to only pay for the storage they used.

Because Evergreen//One delivered storage services that were 25% more cost effective than alternatives, SaskTel Business Solutions was able to stop overbuying the storage which caused inflated costs, and pass those savings to customers.

Not only did SaskTel Business Solutions provide added value to their customers, they were also able to cut their own storage management requirements, taking pressure off of IT teams, and bringing world-class performance to local businesses.

"Evergreen//One means I don't have to worry about paying for 50 terabytes of storage I won't use, knowing I'll never recoup the cost. I get the capacity and performance levels I need to easily match our most complex customer workloads."

COLE WESELAK, SOLUTION ARCHITECT, SASKTEL

Region

North America

Industry

Telecommunication

Company Website

- www.sasktel.com/business

Use Cases

- Pure Storage® FlashArray//X™
- Pure Storage Evergreen//One™
- Pure Storage Pure1®

Customer Story

- [SaskTel Business Solutions](#)



TeraGo

Making business agility look easy.

Businesses need to be able to quickly change direction to keep up with market shifts. Learn how TeraGo simplified operations and management to help their customers be more agile.

TeraGo uses the power of technology to drive business growth for companies across Canada—enabling networking, 5G, colocation, and cloud services for 3,000+ mid-market and enterprise customers. TeraGo ensures customer systems are safe, secure, and connected, so they can focus on running their business without worrying about becoming the next IT disaster headline.

In the past, many TeraGo customers consumed storage the old-fashioned way, e.g., keeping extra disk capacity for unexpected growth and absorbing the cost of that unused capacity. And when capacity or performance needed to be increased, heavy administration on the back end was required.

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

Ultimately TeraGo is trusted by its customer base for expert guidance on moving to the cloud.

TeraGo uses Pure Storage FlashArray systems and Evergreen//One to deliver seamless hybrid-cloud solutions to its customers, with up to four times faster baseline performance and the ability to scale on demand.

“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 OF ENGINEERING AND OPERATIONS, TEROGO

Region

North America

Industry

Technology

Company Website

- <https://terago.ca>

Use Cases

- Accelerate core applications
- Enable multicloud

Customer Story

- [TeraGo](#)



City National Bank of Florida

From Pioneer to icon, creating a highly personalized banking journey.

City National Bank relies on Pure Storage to support production workloads, meet data compliance requirements and remain resilient against ransomware attacks, with 100 percent uptime.

City National Bank of Florida, a banking leader with 32 locations and over \$21 billion in assets, uses the cloud customer experience delivered by Evergreen//One to improve the end customer experience. They have been providing banking services to south FL residences for more than 75 years, and have whole-heartedly embraced digital as the future of banking. As a result, they've grown to become the largest bank in the state of FL, while keeping their community bank feel, people-centric culture, and customer focus.

The problem that City National Bank faced was that banking industry disruptions were happening around them, and with the arrival of fintechs and neobanks, they realized they needed to implement a new strategy to survive.

Ariel Carrion, CIO, spearheaded a move to a centralized storage solution to replace legacy systems from the bank's acquisitions, and moved workloads to the cloud for added flexibility. With the banking industry being so dynamic, agility was key to diversifying their services.

CNB uses the Pure Storage Evergreen//One subscription service which supports the bank's strategy for centralized storage and hybrid workflows, giving the bank the agility and scale needed to roll out new digital services quickly. And Evergreen//One also gave them the flexibility to pivot as needed, while being reliable, secure, and easy to manage.

They also use Pure Cloud Block Store™ to move data back and forth between on-premises storage and the cloud, further increasing their flexibility and agility.

With Evergreen//One as their storage foundation, they were able to drive operational efficiencies and free up resources to focus on more strategic initiatives. This supported their nimble and innovative approach to IT. And as a result, they moved the majority of their IT to the cloud, automated as much as they could, and were able to deliver the type of services that savvy banking customers expect.

"We want to be the iconic bank of Florida. Pure gives us the next-generation platform that we need to keep up with the pace and technology demands of our industry."

ARIEL CARRION, CIO,
CITY NATIONAL BANK OF FLORIDA

Region

North America

Industry

Banking and Financial Services

Company Website

- www.citynational.com

Use Cases

- Evergreen//One™
- Pure Storage® FlashArray//X™
- Evergreen Storage®
- Pure Cloud Block Store™

Customer Story

- City National Bank of Florida



Options Technology

Stepping up to simplify service delivery.

With a very demanding customer base, Options Technology had to transform the way they deliver services to their clients. See how they shortened time to market by simplifying storage administration.

Options Technology is a managed services provider (MSP) for the financial services industry. They fully realize that split-second access to data is the key to unlocking smarter trading strategies and deeper market insights for their customer base. Their clients often measure performance in nanoseconds, and billions of dollars could be on the line. So, Options Technology has to continuously innovate and stay up to speed with the latest technology trends.

Storage must perform to the highest standards, even as it scales. “We need to be able to scale up or down on a moment’s notice,” says Micheal Russo, VP of product management. “A client might suddenly need five times more capacity for an analytics initiative or 50 times for an acquisition.”

Options Tech needed a highly scalable, performant solution that focused on delivery, not capacity or IOPS.

With Pure Storage, they transformed the way they deliver storage services to clients, gaining performance, scalability, and agility to meet the need for large-scale, high-speed data. They use Evergreen//One to support some of the world’s largest financial services companies, scaling up as needed and meeting their need for faster data in AI and big data projects. As a result, Options Tech eliminated expensive, disruptive upgrade cycles and 95% of support tickets, as well as shortened time to market by simplifying storage administration.

“Pure Storage provides a true consumption model, which makes it easy to support any workload. It’s quite nice being able to say ‘yes’ to our client’s aspirations, regardless of the scale or speed”

JAMES LAMING, GLOBAL HEAD OF INFRASTRUCTURE,
OPTIONS TECHNOLOGY

Region

Global

Industry

Technology

Company Website

- www.options-it.com

Use Cases

- Accelerate core applications
- Activate real-time analytics
- Modernize data protection

Customer Story

- [Options Technology](#)



Hopps Group

Ensuring continuity and quality of service during peak season and beyond.

Speed is everything in parcel delivery. Logistics solution provider Hopps Group found the financial flexibility and technical performance it needed to maintain strong service for its e-commerce customers.

Hopps Group is a private postal operator, specializing in e-logistics and mail solutions. Across the organization and its subsidiaries, there's a shared objective: to ensure and facilitate the delivery of goods to private individuals and e-merchants on time and in good condition. The end of the year is a critical time for the group, with an exponential increase in the number of parcels in circulation.

As the head of Hopps' IT department, Fabrice Joffre works daily to meet the needs of business teams and, by extension, the expectations of end customers. And data is at the heart of everything.

Hopps processes geolocation data to enable its 18,000 distributors to optimize delivery routes. Inventory and order management data helps speed up the preparation of parcels for e-commerce partners. Managing this volume of data requires very high performance.

To avoid unnecessary overcharging for its Oracle database, Hopps needed a new solution that would provide both financial flexibility and performance capable of supporting 200,000 IOPS.

With Evergreen//One, Hopps found both. "Pure was the only supplier to offer us a flexible, innovative, and scalable offering. We were won over by its fully OPEX model, consumption-based billing, and short-term contracts," says Joffre.

Thanks to the ease of implementation and ease of use of Pure Storage's offerings, Hopps increased efficiency and improved customer and e-merchant satisfaction levels. With infrastructure able to support an exponential increase in activity, peak season was a success, with the group ensuring the on-time delivery of 400,000 parcels daily.

"With Pure Storage, we can have our cake and eat it too, with both technological performance and financial flexibility."

FABRICE JOFFRE, DIRECTEUR TECHNIQUE,
HOPPS GROUP

Region

EMEA

Industry

Logistics

Company Website

- www.hopps-group.com

Use Cases

- Accelerate core applications

Customer Story

- [Hopps Group](#)



Open Line

Paving a smooth path to the cloud.

More companies are moving to hybrid-cloud environments.
See how Open Line helps make the journey seamless for its customers.

Based in the Netherlands, Open Line is a managed service provider supporting midsize organizations in healthcare, local government, and social housing move to the cloud. Growing 30% year-over-year, the company aims to respond faster to the needs of its customers and help them make their journey smooth and cost-effective.

Open Line knows customers never stop evolving, especially as they move more applications to the cloud. Their storage requirements ebb and flow over time—and they expect Open Line to respond in lockstep.

With Evergreen//One, Open Line has the flexibility, scalability, and speed it needs to scale up capacity and performance for customers as needed. Evergreen//One also allows Open Line to reduce costs and focus more resources on helping customers succeed.

The company saves up to 90 days of IT work per year with non-disruptive upgrades and can deploy new VMs in 10 minutes rather than 5 to 10 days. Open Line achieves the same performance with 16 fewer racks, lowering power and licensing costs. And the team no longer has to do storage planning to accommodate shifting customer workloads. As a result, the service provider can support more customers and align its costs more closely with customer demand.

Region

EMEA

Industry

Service Provider

Company Website

- <https://openline.nl>

Use Cases

- Cloud
- Accelerate core applications

Customer Story

- [Open Line](#)



Cengage Group

Helping customers achieve their dreams through the power of learning.

Uninterrupted access to academic resources is critical for student and educator success. See how Cengage Group improved performance and scale for customers with an agile, strategic approach to hybrid cloud.

Cengage Group, the innovative education technology company, makes education more accessible and affordable for millions of learners worldwide. They provide quality digital products and services to millions of students, equipping them with skills and competencies needed to advance their careers and improve their lives.

In a dramatic business model shift from traditional textbooks, the company launched Cengage Unlimited, a first-of-its-kind digital subscription service, providing affordable online access to more than 10,000 products, including eTextbooks, online platforms and more. However, the initial rollout was hampered because the existing storage environment couldn't keep up with demand. To succeed, they needed a robust storage solution that could scale with growing student and educator's demand. They found a better solution with Pure Storage.

Cengage used Pure Storage FlashBlade® to provide fast, reliable access to its industry-leading research

resource used by libraries worldwide. Cengage Group has adopted a hybrid cloud approach to run its business, hosting some applications in the cloud and running many critical systems on Pure Storage in its data centers. Meeting customer expectations for fast and reliable access to content is a priority. "Students need performance, and our systems need to be highly available, so we put them on our tier 1 storage—Pure Storage," says Alan Rees, Infrastructure Architect, Cengage Group.

FlashBlade, delivered via the Evergreen//One subscription model, accommodates massive volumes –billions of files and petabytes of data– with unparalleled speed. And since Evergreen//One is delivered as-a-Service, it gives them a predictable and consistent operating expense model, and allows them to pay based on usage, while easily scaling as data volumes increase. It also reduces the burden on their IT team in managing storage product lifecycles.

"Our goal is to make education accessible to anyone who wants to learn, and technology makes that possible. We depend on Pure Storage to make sure our critical systems are not just safe and secure, but also scale and perform well."

JIM CHILTON, CIO, CENGAGE GROUP

Region

North America

Industry

Education

Company Website

- www.cengagegroup.com

Use Cases

- Evergreen//One™
- Pure Storage® FlashArray™
- Pure Storage® FlashBlade®
- Pure1®
- Evergreen® Storage

Case Study

- [Cengage Group](#)



Taeknizon

Delivering outstanding value to customers while rapidly growing its cloud business.

Sometimes rapid growth requires organizations to change business strategy and models. Taeknizon switched to the Pure Storage subscription model to meet surging demand for its cloud business, making constant storage upgrades a thing of the past.

Taeknizon is a fast growing private cloud service company that embraces technology. They look beyond the norm to tailor user-friendly, innovative and cost efficient as-a-Service solutions to meet their customer's unique business requirements. Their goal is to be your technology partner for every step of your digital transformation journey.

Until a few years ago, few companies in the United Arab Emirates (UAE) did business in the cloud. Things changed almost overnight under the pressures of the pandemic. Companies needed to digitize 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. The rapid growth from new customers coming on board every month, caused Taeknizon to go through frequent and drawn out data center upgrade cycles. It took six months to implement new commodity storage which threatened to directly impede their growth.

To maintain Taeknizon's strong growth, Taeknizon turned to Evergreen//One.

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

PRAMOD DESHPANDE, LEAD CLOUD ARCHITECT, TAEKNIZON

Region

EMEA

Industry

Technology

Company Website

- www.taeknizon.com

Use Cases

- Pure Storage® FlashArray//C™
- Evergreen//One™

Case Study

- [Taeknizon](#)



Conclusion

Evergreen//One is a fully flexible enterprise-grade storage subscription service that accelerates data management across on premises and the public cloud. Achieve your own success with Evergreen//One from the company that was built to make modern data storage simple so you can leave complexity, and performance issues, behind.

[Learn More](#)

purestorage.com

800.379.PURE

