

EBOOK

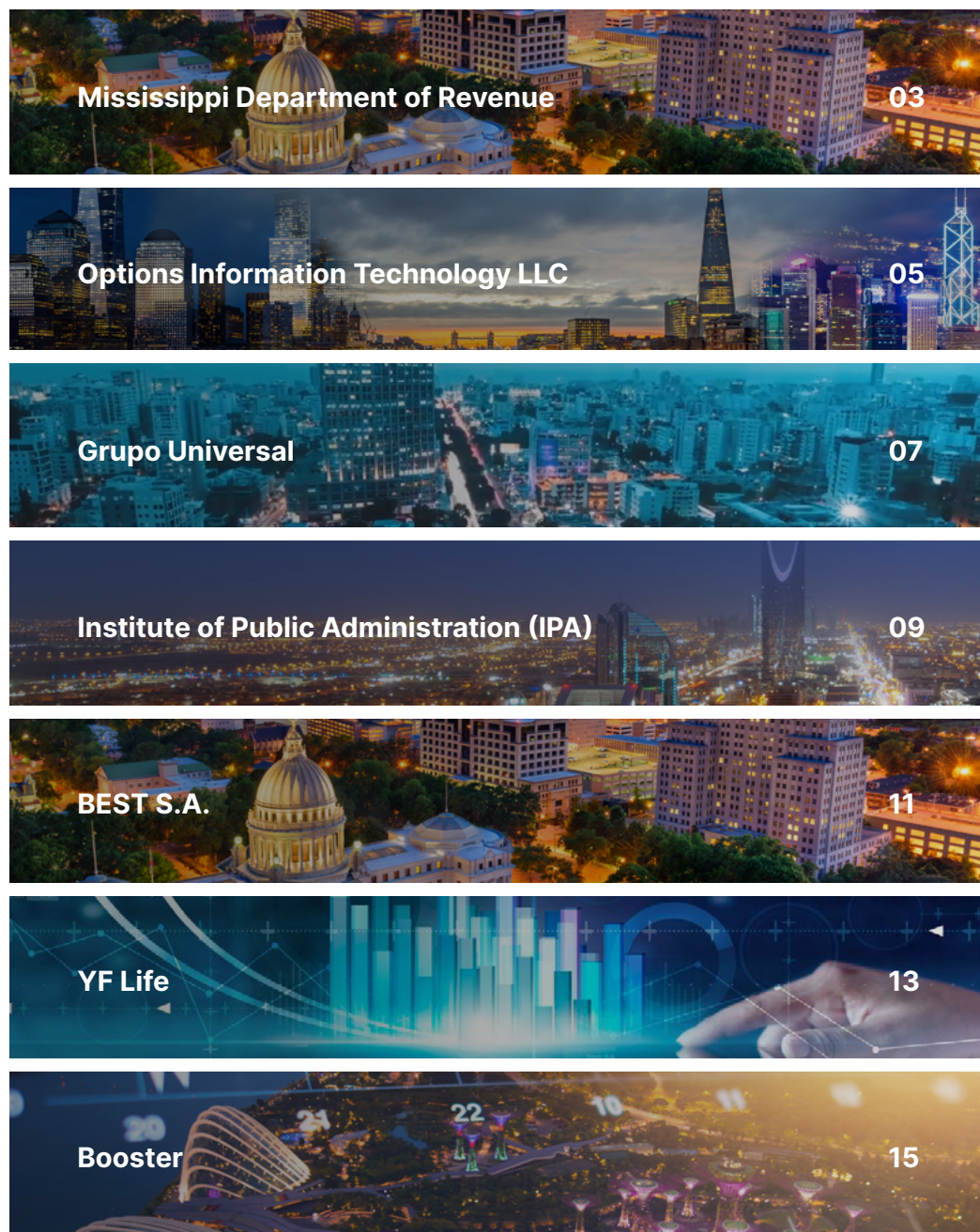
Real-World Stories of Data Heroes



The Introduction

Heroes work among us. Look no further than your friendly neighborhood IT department. That's where legions of superheroes battle the harmful effects of evil legacy storage on applications and data their businesses rely upon. These heroes have learned that the key to unlocking the value in workloads is a new approach to data management.

Read on to see triumphant examples of everyday data heroes who have helped their organizations simplify and transform operations for mission-critical databases, mitigate ransomware attacks, and much more.





— DEPARTMENT OF —
REVENUE
STATE OF MISSISSIPPI

Keeping Revenue Streams Flowing with Faster Backups

The exponential growth of data makes it increasingly difficult to ensure critical information can be backed up and restored in a timely way. That makes it even more challenging to keep track of daily volumes and operate at peak performance. Find out how the data heroes at the Mississippi Department of Revenue made a dramatic impact on productivity and protect sensitive statistical data with faster, more reliable, secure backups.

“Backups have become an afterthought—not even a blip on the radar anymore. With Pure Storage, it just works,”

MICKEY YATES, CIO, MISSISSIPPI
DEPARTMENT OF REVENUE



Part of Mickey Yates's job as CIO of the Mississippi Department of Revenue (DOR) is overseeing applications that serve taxpayers and businesses in 82 counties. These include MARS, the state's tax-collection system, which supports a taxpayer portal and allows liquor stores to order alcohol; and MARVIN, the motor-vehicle registration system used by auto dealers and county vehicle-registration offices.

To protect the data in MARS and MARVIN, Yates and his team are constantly backing up and restoring the SQL databases to ensure they never lose a bit of information as employees, taxpayers, and businesses across the state use the systems. But at 12TB of data, backups were increasingly unreliable. "To be blunt, it was a nightmare," says Yates. "We tried several products, but we had nightly backup failures."

A Tried and Trusted Storage Solution

Looking for a backup solution, Yates already had an idea of what he wanted. A few years ago, he migrated MARS and MARVIN to the [FlashStack®](#) converged infrastructure solution—creating a much faster, smoother experience for state employees, taxpayers, liquor stores, and auto dealerships. On MARS alone, faster response times saved the DOR a combined 39.5 hours of staff time every day.

"With FlashStack, there's zero lag," says Yates. "I'm sold on this infrastructure from Pure Storage® and Cisco®. It's a solid, pre-validated solution that's easy to maintain." When backup became an issue, Yates turned to Pure [FlashBlade®](#) to take advantage of its long-term cost-of-ownership benefits and central point of management—simplifying backups for his network engineers.

"Backups have become an afterthought—not even a blip on the radar anymore. With Pure Storage, it just works," says Yates. FlashBlade handles full nightly backups to protect against data loss. It enables snapshots every 15 minutes, allowing point-in-time restores if needed. And it supports weekly restores for staging, testing, and development environments, giving teams the space to perform upgrades and testing without affecting production.

Combined with the proactive system monitoring and support Yates gets from Pure, the technology is a powerful way to keep the DOR up and running. "I don't think I can overstate the value of Pure technology and the Pure team," he says. "It's a relationship you don't necessarily get with other vendors, and the peace of mind makes it one of the best products on the market."

Read more about Pure Storage and the Mississippi Department of Revenue: <https://www.purestorage.com/customers/mississippi-dept-revenue.html>



Region

North America



Industry

Government



Company

Mississippi Department of Revenue
www.dor.ms.gov



Solution Area

Modernize Data Protection
Accelerate Core Applications





Turning on a Dime with Cost-effective Scalability

With a culture of innovation, this managed service provider operates in an industry that demands split-second access to data to uncover smarter trading strategies and deeper market insights. Scaling to meet client demands had become a challenging balancing act for its IT team. Discover how the data heroes at Options Information Technology delivered faster throughput and global scalability to achieve dramatic results for its business and its clients.

options

"We've shortened our time to market and are now providing our clients with our most performant and competitive storage solution to date."

MICHAEL RUSSO, VICE PRESIDENT,
PRODUCT MANAGEMENT, OPTIONS
TECHNOLOGY



Data at High Speed and Market Scale

Operating 50 data centers globally to support its clients, Options knows the stakes are high. Clients often measure performance in nanoseconds and billions of dollars could be on the line. 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 Michael Russo, VP of product management. “A client might suddenly need 5x more capacity for an analytics initiative or 50x for an acquisition.”

But adding storage arrays was time-consuming and required large capital expenditures. “Balancing workloads to accommodate rapid growth became almost a full-time job, and we still weren’t fully leveraging our storage investment,” says James Laming, global head of infrastructure at Options. “We needed a highly scalable, performant solution so we could focus on delivery, not capacity or IOPS.”

No More Heavy Lifting—Performance and Scalability Come Easy

Options standardized on Pure Storage technology and adopted [Pure as-a-Service™](#). Instead of taking on the risk of a capital expenditure, the company

pays only for what it uses—scaling up and down in real time and avoiding disruptive upgrade cycles.

“Moving to an OPEX model with Pure as-a-Service has been game-changing,” says Russo. “We shortened our time to market and can offer clients our most performant and competitive storage solution to date.”

Options uses more than a dozen Pure Storage [FlashArray//X](#) and [FlashArray//C](#) arrays to support everything from file servers to Oracle databases across thousands of globally dispersed virtual machines. With sub-millisecond performance, Options can restore snapshots rapidly. Nightly batch reports run in one-third less time, and storage support tickets have fallen by 95%.

Options is also deploying Pure Storage [FlashBlade](#) for unified fast file and object storage, enabling traders to run compute-intensive quantitative analysis on market data. The new systems enable Options to manage a plethora of advanced analysis as more clients pursue AI and big data projects.

Read more about Pure Storage and Options Information Technology: <https://www.purestorage.com/customers/options.html>



Region

Global



Industry

Technology



Company

Options

www.options-it.com



Solution Area

Modernize Data Protection
Accelerate Core Applications
Activate Real-time Analytics





Driving Innovation Forward without Disruption

Transitioning to new hardware and performing upgrades can consume many cycles and impact the overall effectiveness of smaller, lean IT teams. Learn how the data heroes at Grupo Universal were able to complete their data migration faster than expected and keep digital transformation initiatives on track.



"We looked for a provider that could give us the necessary speed, flexibility, and scalability improvements. It also was important to partner with a company that had the potential to disrupt traditional players in the storage marketplace."

ANDRÉS MAURICIO HEREDIA, DIRECTOR
OF ARCHITECTURE AND INNOVATION,
GRUPO UNIVERSAL



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Founded in 1964, Grupo Universal is one of the largest and most respected insurance companies in the Dominican Republic. A constant factor in the company's six-decade-long success story has been the use of technology to drive change.

To create the foundation for the company's next 50 years of success, the technical teams began examining each component of the IT infrastructure and evaluating new vendors. The company's aging HPE 3PAR storage system was approaching end-of-life and added urgency to the initiative.

Director of IT Operations Miguel Raúl González says, "The imminent approach of end-of-life for our existing storage system was creating a strong sense of urgency, so we investigated the time and effort it would take to migrate our data. It was very evident that an implementation with Pure Storage was much faster than everything else we had looked at."

Team members were very curious to learn just how much of an impact the Pure Storage data compression technologies could really have in their environment. "We began by loading 80TB of data onto a 12TB array and it handled everything perfectly. The compression ratio of about 7:1 was amazing for that volume of information," says Andrés Mauricio Heredia, director of architecture and innovation.

A Smooth Path to Widespread Gains

Transitioning the entire environment—which handles all the company's core Oracle-based business applications and data—was completed within two weeks of receiving the array. Summarizing the deployment, González shared, "The ease of migration and speed of the Pure Storage array enabled us to transfer huge amounts of data without any delays. Many people just couldn't comprehend that we would be able to complete the entire transition in such a short period of time. We were repeatedly asked when the migration was going to begin. We responded, 'It's already done!'"

Given the 24×7 nature of many of Grupo Universal's services, minimizing downtime was critical. The speed of the Pure Storage array has brought widespread operational gains. "We had processes that used to run for eight days that are now completed in 45 minutes. This type of improvement has also brought benefits at a personal level," Heredia observed. "In the finance group, for example, the team always had to work late into the night because the processes were very slow. But now, jobs that previously took 14 hours have been reduced to just a few minutes. The positive impact on the quality of people's lives has been significant."

Read more about Pure Storage and Grupo Universal: <https://www.purestorage.com/customers/grupo-universal.html>



Region

LATAM



Industry

Financial Services



Company

Grupo Universal

www.universal.com.do



Solution Area

Accelerate Core Applications



Partner

Multicomputos

www.multicomputos.com





Institute of Public
Administration (IPA)

Enhancing Availability and Lowering Latency

Responsive systems and uptime during maintenance matter to business users, data professionals, and engineers alike. Find out how the Institute of Public Administration's data super heroes were able to lower latency while expanding capacity to improve user experience and ensure mission-critical availability even during maintenance and upgrades.

"With the Pure Storage FlashArray//X50 serving as the backbone of our data-center infrastructure, we are able to get consistent performance and latency across all our workloads. We have managed to eliminate the stumbling blocks that slowed our nomination and admission processes for our clients."

AHMAD AL-JEBALY, DIRECTOR OF NETWORKS
AND OPERATIONS DEPARTMENT, IPA



Founded in 1961, Saudi Arabia's Institute of Public Administration (IPA) is tasked with the continual education of public employees. The IPA's 2,000 employees play a central role in the implementation of Saudi Vision 2030 and the National Transformation Plan for economic development. The IPA is also responsible for the administrative organization of government departments and undertakes frequent research projects.

"The upskilling of public servants is at the heart of what we do here at the IPA," says Ahmad Al-Jebaly, director of the Networks and Operations department. "We run training courses on a regular basis and the performance of our data center infrastructure has the potential to have deep impact on our most important service for clients, which is the nomination and admission process. This needs to have rapid response—high latency is not an option."

The institute's legacy infrastructure was no longer sufficient to meet operational goals. Because of the IPA's capacity demands, it needed a high-availability and low-latency storage system. The data center was 80% virtualized and leverages shared storage facilities to support the availability of virtual machines. All mission-critical applications store production data—a major asset for the IPA—on those systems, so the highest availability is critical.

Enhanced Availability, Low Latency

The IPA opted to replace its existing storage with Pure FlashArray//X50, a 100% NVMe system designed for high availability and low latency of both mainstream enterprise and next-gen web-scale applications. Post-implementation, the IPA immediately noticed significant business benefits, logistically, operationally, and financially.

With the [Evergreen Storage™](#) subscription model, the IPA reduced the total cost of ownership (TCO) by at least 40%. Al-Jebaly was also able to avoid "the headache of migration and application downtime." Evergreen provided 100% availability for applications during upgrade and maintenance, which is a critical component of the IPA's promise of excellence to its public-sector clients.

Read more about Pure Storage and the Institute of Public Administration:
<https://www.purestorage.com/customers/ipa.html>



Region

Kingdom of Saudi Arabia



Industry

Government



Company

Institute of Public Administration

<https://www.ipa.edu.sa/en-us/Pages/default.aspx>



Solution Area

VMware vSphere

Accelerate Core Applications





Improving Performance and Reducing Management Demands

A constant challenge in financial services is managing the steady increase in data volume which requires high-performance storage and high availability of backup solutions. Discover what the data heroes at BEST S.A. did to get the scalability, data reduction, and GDPR compliance it needed.



"We are getting 6.9:1 data reduction for our main databases, and that is a huge advantage for us."

JACEK ZAWADZKI, CHIEF INFORMATION OFFICER, BEST S.A.



EBOOK

One of the largest debt-collection businesses in Poland, BEST S.A. turned to Pure Storage for all-flash technology to sustain data growth, maximize operational efficiency, and improve the responsiveness of business-critical applications.

BEST installed a FlashArray//X20 device and moved its most important workloads onto it. The key application is Sigma, an internally developed set of tools for managing all of the company's main processes, including collections and legal actions. "Sigma is 90% of our business, and it all runs on Microsoft SQL Server and Pure Storage," CIO Jacek Zawadzki explained.

Also running concurrently on Pure Storage are VMware datastores, Verint workforce optimization, a document management system, and Kubernetes containerization. Kubernetes manages a variety of operating environments and tools, including Elasticsearch, Grafana, InfluxDB, Prometheus, Alertmanager, HAProxy, and WildFly. To optimize its Kubernetes containerization environment, BEST also is deploying a Jenkins CI/CD pipeline that automates the work of system administrators and programmers and provides tighter version control of applications.

Gaining Efficiencies

Running mixed workloads on the company's previous VNX storage system was problematic, Zawadzki noted, but is accomplished easily on the Pure Storage array without any performance penalty. Latencies have consistently been at or below two milliseconds.

Zawadzki has been particularly impressed by the performance of the Pure Storage array on his highest-priority feature: data reduction. "We are getting 6.9:1 data reduction for our Sigma databases, which exceed 20TB, and that is a huge advantage for us. Overall data reduction is 4.5:1, which is more than we expected and reduces footprint in the data center as well as our need to buy more storage in the future."

Read more about Pure Storage and Best S.A.:

<https://www.purestorage.com/customers/best-sa.html>



Region

EMEA



Industry

Banking/Finance



Company

Best S.A.

www.best.com.pl



Solution Area

Modernize Data Protection

Accelerate Core Applications





YFLife
萬通保險

Enhancing Application Speed and Planning for the Future

Providing customers with flexible and innovative risk-and-wealth-management solutions in the competitive market of fintech requires innovative IT infrastructure. See how the data heroes of YF Life enhanced system availability and user experience for 2,700 agents, while driving down licensing costs and running core applications 50% faster.

“With Pure FlashArray, we now have a reliable and fast storage system which is easy to manage. It’s almost effortless and provides future seamless technology refresh. We can now focus on innovation, helping our customers make the best possible financial planning for their future.”

DARYL CHENG, SENIOR VICE PRESIDENT,
MANAGEMENT INFORMATION SYSTEMS,
YF LIFE



EBOOK

YF Life is dedicated to using a technology-enhanced approach, offering competitive global insights and insurance intelligence to individuals and families in Hong Kong, the Greater Bay Area, and beyond. IT has been a crucial factor in driving YF Life's growth.

Storage is a core requirement for the business, underpinning everything from high performance and availability to lowering the total cost of ownership for the company. With initial success implementing Pure Storage, YF Life decided to increase its investment in Pure all-flash storage solutions to support its business expansion.

New Core Administration System Powered by FlashArray

With FlashArray//M supporting the company's Tier 2 internal systems, YF Life dramatically reduced operational time for system tuning, automation, and technology refreshes. Applications ran 50% faster, and with the reduced footprint, the company needed a fourth of the storage space. This in turn led to greatly reduced power consumption.

By deploying a new core administration system with [FlashArray//X](#), YF Life could preserve the prior investment with non-disruptive upgrades to next-generation technology. With the implementation of [Purity ActiveCluster™](#) together with FlashArray™,

YF Life enhanced system availability and user experience for its team of more than 2,700 agents. ActiveCluster supports active-active data centers, providing synchronous replication and automatic transparent failover between YF Life's two data centers with zero downtime.

System availability is also achieved through monitoring and predictive support from [Pure1®](#), an AI-driven, cloud-based platform that simplifies storage management. Pure can predict any potential issues and flag them to YF Life before they disrupt business operations.

Ease of management has proved to be one of the key advantages of Pure Storage for YF Life. FlashArray solutions require less time and resources for daily management and system maintenance and free up the IT team to work on more strategic priorities and new applications.

Read more about Pure Storage and YF Life: <https://www.purestorage.com/content/dam/pdf/en/case-studies/cs-yf-life.pdf>



Region

APJ



Industry

Financial Services



Company

YF Life

www.yflife.com



Solution Area

Accelerate Core Applications





Continuing to Deliver a Great Customer Experience

Supporting a growing customer base and offering innovative digital services requires a storage solution that can keep up. See how Booster's data heroes deliver new services to customers and use data and AI for personalized customer experiences.

"The security, reliability, and management simplicity of Pure let us concentrate more on delivering value to our customers, wherever they are on their life journey."

MICHAEL CLARKSON, INFRASTRUCTURE
MANAGER, BOOSTER



EB00K

New Zealand-based Booster has been delivering financial services for more than 20 years. The company's 130,000 members rely on the wealth management and investment company to deliver custom financial solutions. From offering mobile services to managing investment profiles to keeping apps secure when customers submit biometric verification to sign up for an investment plan, technology is the way forward at Booster.

As infrastructure manager, Michael Clarkson ensures Booster's technology keeps pace with the company's evolving product and service portfolio. However, the company's existing storage system consumed a lot of IT staff time and was beginning to show performance and capacity limitations. Clarkson looked for a new storage solution that could provide the features and performance Booster required, while also enabling the company to comply with data security and availability regulations.

The Right Solution and Peace of Mind

Booster replaced its Dell® storage system with Pure. Pure FlashArray//X supports all its internal and customer-facing applications, including the company's mission-critical trading platform, multiple Microsoft® SQL Server™ databases, and websites.

"The difference with Pure is like night and day," Clarkson says. "It's easy to manage, performs reliably, and there's seemingly endless capacity—even as we add new customers, deliver new services, or spin up development environments."

Clarkson notes that Pure1 makes management even easier. "The automation features of Pure1, and the fact that I can manage the Pure arrays from my phone, make it a key feature," he says. Performance has also improved significantly. For example, daily and monthly fee processing for hundreds of thousands of client transactions is now completed twice as fast.

Booster uses [ActiveDR™](#) replication to protect against catastrophic outages—an important feature in earthquake-prone New Zealand—and FlashArray snapshots to quickly recover data in the event of a ransomware attack.

Read more about Pure Storage and Booster:

<https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-booster.pdf>



Region

APJ



Industry

Financial Services



Company

Booster

www.booster.co.nz



Solution Area

Modernize Data Protection

Accelerate Core Applications



Conclusion

Grab your cape and start putting a Modern Data Experience™ to work for your organization. With Pure Storage in your arsenal, you'll put an end to under-performing workloads with operationally efficient, intelligently automated data management solutions that are always on, always fast, and always easy to manage. Deliver innovation and superior outcomes and be a data hero for your business and end users.

Find out more: www.purestorage.com/withoutlimits.

purestorage.com

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