Davies Collison Cave, Australia's leading intellectual property law firm, experienced disruptions in business productivity due to slow application response times, a sluggish document management system, and long query times. Rather than refresh its current environment, DCC required a forward-thinking storage solution that would improve data access and provide higher availability.

BUSINESS TRANSFORMATION

Employee efficiency was increased by 60 per cent by removing application and backup delays, so time and resources are deployed back into strategic business initiatives. Less time is spent on applying operating system patches to virtual servers, and staff complaints have declined sharply.

GEO

Australia

INDUSTRY

Legal

"Storage is no longer a problem. Pure Storage has eliminated the painful task of ensuring that backup doesn't impact user experience."

Dennis Wong,
Technical Director at Huon IT

FIRM IDENTIFIES STORAGE PLATFORM AS A CORE ENABLER TO ACHIEVE GROWTH

Davies Collison Cave (DCC) is Australia's leading intellectual property law firm. Established in 1904, it has grown to be the largest patent and trade mark attorney firm in the country. The firm practices nationally and is renowned for its expertise in negotiating commercial agreements, licensing, and litigation relating to patents, trademarks, design, copyright and domain names. Headquartered in Melbourne with more than 300 staff spanning offices in Sydney, Newcastle, Canberra, Brisbane and Singapore, DCC provides intellectual property services to clients in Australia, New Zealand and around the globe.

DCC's practice is built on having the expertise, scope and commitment to safeguard each client's intellectual property. In 2012, looking to provide ongoing ICT support for all staff, DCC partnered with IT services firm, Huon IT. The initial project saw Huon IT implement a private cloud solution and deploy Citrix across DCC's environment. The project was an outstanding success so Huon IT continued on as their trusted long-term IT partner.

Storage is a core requirement for DCC's business, underpinning everything from speed of operations to security. Dennis Wong, Technical Director at Huon IT, said DCC was experiencing challenges with Microsoft Outlook. "It wasn't performing; there was a ten second delay each time somebody tried to search a shared mailbox, which would often freeze their system. By process of elimination it became evident that this wasn't a networking or software issue; storage was the only possible factor left."

Rather than refresh its current environment, DCC required a forward-thinking solution that would improve data access and provide higher availability.

PERFORMANCE AND SIMPLICITY MAKE PURE STORAGE A PERFECT MATCH

While Outlook's poor performance and long query time triggered the search for a faster storage solution, these weren't the only criteria. DCC relies on document management as a significant business application, but it was sluggish and presenting challenges.

After polling staff on the time taken to complete 30 different business processes — including returning search results for different client cases, filing from external email to the internal system, and opening PDF and Word documents — Wong's team identified the performance of the existing storage was no longer meeting DCC's requirements.

System backup times were also impacting business productivity and frustrating staff. "We would get calls from staff at 10pm at night because backup would freeze the entire system and interrupt their work flow," Wong said.

Under examination in conjunction with DCC's senior management it was decided that Wong and his team would select a new storage solution. Wong recognised all-flash as the next evolution in storage. He investigated other vendor solutions, but Pure Storage presented unparalleled storage performance.

USE CASE:

- VSI – VMware® vSphere® 5.5
- Database – Microsoft® SQL

CHALLENGES:

- **Business productivity** was impacted by slow application response times, slow document management system, and long query times.
- **Nightly backups** affected network performance, causing significant challenges for staff working at this time.
- **Performance problems** with Microsoft Outlook interrupted employee productivity, frustrating staff.

IT TRANSFORMATION:

- Significant increase in system speed delivers greater efficiency and productivity.
- With improved data access, search time was reduced from 12 seconds to three seconds per search.
- Case searches conducted at least 50 times per day were reduced from 16.5 seconds to seven seconds per search.
- Application response times were reduced from 24 to 13 seconds per application, and data storage sped up from 7.5 seconds to 2.5 seconds per file.
- Physical rack space was reduced by 15%.
- Implementation was very quick; physical installation took only two hours.

"Pure Storage ticked every box from an IT perspective."

Dennis Wong,
Technical Director at Huon IT

PURESTORAGE®

info@purestorage.com
www.purestorage.com/customers

"We wanted to select the best because our clients deserve the best, and Pure Storage ticked every box from an IT perspective," said Wong. "We knew storage performance would be faster and eliminate the need to explain why storage is slow when troubleshooting performance issues raised by staff."

While Wong's team took a cautious approach with the implementation, he said the process was extremely simple and reliable. "We intentionally took three weeks to migrate the entire environment. However, in hindsight, this caution wasn't necessary as the physical installation took two hours." Huon IT deployed DCC's document management systems, 31 XenApp 6.5 servers, 5 Citrix infrastructure servers, MS Exchange workloads, and the Microsoft SQL 2005-08 database onto the Pure Storage FlashArray. Pure Storage is now DCC's only storage solution, used for all of the company's workloads.

IMPROVED PERFORMANCE OF APPLICATIONS BOOSTS STAFF EFFICIENCY

The benefits of the Pure Storage implementation were evident immediately, enabling staff to perform tasks which were previously delayed and inhibited by the slow legacy storage system. "From an end-user perspective the implementation is saving valuable time and significantly reducing employee frustration," Wong said. "For example, a full text search on our document management system used to take an average of 12 seconds. Sometimes it would time out completely. Running the indexers on Pure Storage has reduced this to three seconds. With some DCC staff completing around 30 of these searches per day, that's a significant saving to be had."

Wong also noted that being an intellectual property firm, DCC's lawyers are required to search for client cases by number. "Looking up case numbers in the practice management system would take 16.5 seconds per search. With Pure Storage, it takes seven seconds to do that same search. The lawyers are conducting these searches at least 50 times per day, so this represents another massive time saving of more than 50 per cent."

SIMPLIFIED MANAGEMENT SLASHES DEMANDS ON STAFF

The speed with which backups are now completed is another important benefit as they no longer impact end-user experience. Prior to Pure Storage, DCC staff encountered performance issues and response times when nightly backups were taking place, severely interrupting and reducing productivity. With Pure, DCC staff no longer have to deal with a slow system and it has reduced Huon IT's time spent on maintenance by 75 per cent; from two people over four hours to one person over two hours. "Storage is no longer a problem. Pure Storage has eliminated the painful task of ensuring that backup doesn't impact user experience. In addition to simplifying management and maintenance from an IT perspective, the Pure deployment has had a remarkable impact on DCC's bottom line," Wong said.

And DCC's management agrees: "With Pure Storage, we've seen faster eDiscovery and fewer practice management glitches, resulting in a 60 per cent improvement in efficiency across our business. The system is performing better so staff can complete more work each day, which ultimately improves our company productivity," said Leon Allen, Managing Partner.

As well as being a superior technical solution, Wong said that the Pure Storage implementation team has been fantastic to deal with. "The level of interaction between Pure Storage and our team simplified the decision even further. We're only five months into the journey so the future is looking extremely promising."

huonit

Sydney – Melbourne – Brisbane
T: +1300 4866 48   http://www.huonit.com.au