**PURESTORAGE®**

**Keelings**, a multinational supplier of fresh produce, faced frequent interruptions in its business operations because of the poor performance of its legacy spinning-disk storage system. After installing all-flash arrays from Pure Storage, it has seen performance problems disappear, with IT staff spending far less time on storage management.

### BUSINESS TRANSFORMATION

Employees throughout the company have fast, reliable access to the applications and data they need to do their work. The IT staff spends far less time managing storage.

### GEO

Ireland

### INDUSTRY

FMCG Fresh Produce

"The Pure Evergreen™ Storage model was a massive selling point."

Dave Clarke, *Assistant Group IT Manager*

### KEELINGS FEASTS ON MULTIPLE BENEFITS AFTER INSTALLING PURE STORAGE

Keelings is an international company with around 2,400 employees that grows, ships, sources, markets and distributes fresh produce. Based in County Dublin, Ireland, it also offers management solutions consultancy and bespoke ERP solutions through Keelings Solutions, specialising in information technology and supply chain management. With a global supply space spanning six continents and 42 countries, it works with large-scale supermarket chains like Tesco, Co-Op and Lidl.

Running a virtual server infrastructure (VSI) with VMware vSphere, Keelings' spinning-disk storage area network (SAN) had reached its end of life after around nine years. The SAN was at capacity and was causing problems for the business.

"Because it was running out of space, the old SAN was having an impact on our business," said Dave Clarke, Assistant Group IT Manager at Keelings. "We had to maximise its capacity, but it was becoming very hard for us to increase space easily and make it useful for our network."

Different Keelings business units were affected by the spinning-disk issues, with email, account systems, Microsoft SQL Server and ERP systems all affected. The IT department also had to be very careful with any attempted fix, because this could affect speeds even more.

Dave Clarke said, "We had to be careful with any maintenance work on the spinning-disk storage. Because of its nature, it could take about a week for everything to re-sync again, and in this time everything slowed down further."

With company growth powering an increase in storage requirements up to 2019, Keelings needed next-generation enterprise technology which would meet its needs for at least the next five years.

### EVERGREEN STORAGE MODEL SWAYS DECISION TO PURE

Keelings chose Pure Storage over competing hybrid and converged storage options. The Evergreen Storage business model was hugely attractive, allowing the company to deploy storage once and upgrade it over time as needed without any downtime or performance impact.

## COMPANY:

Keelings
**www.keelings.com**

## USE CASE:

- VSI—VMware® vSphere®
- Database – Microsoft® SQL Server

## CHALLENGES:

- Legacy spinning-disk storage had reached its end of life after nine years.
- Poorly performing storage was slowing response times on key applications across multiple business units.
- Maintenance work on spinning-disk systems could interfere with application availability for several days.

## IT TRANSFORMATION:

- Higher IOPS and sharply reduced latency have led to improved response times for critical business applications.
- Proactive support from Pure Storage means the IT staff doesn't have to constantly monitor storage performance.
- Storage upgrades and maintenance can be conducted without interruption to business processes.

"With Pure Storage, you're taking storage to the next level, coping with business requirements a lot of companies will have now and in the future."

Dave Clarke, *Assistant Group IT Manager*

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Dave Clarke said, "The Evergreen Storage model was a massive selling point. We had been caught in this old-fashioned analogue business model where it was a massive financial inconvenience to upgrade. And when we score-carded the companies that wanted to work with us, Pure Storage came out on top."

Keelings uses two Pure Storage //M20 FlashArrays, each carrying 20 TB of storage. The legacy SAN had occupied two full racks, while the Pure Storage arrays each take only 3U of space.

The Pure Storage FlashArrays fit Keelings' needs, being technology future-proofed and best-in-class, capable of compression and the deduplication of data, expandable, and with the potential to carry out real-time monitoring. With one of the Pure Storage FlashArrays, Keelings runs its VSI through VMware vSphere 6.5, which the company upgraded to as part of the storage implementation. The second FlashArray is in passive mode and used for replication.

"We've been virtualised for about nine years. Compared to comparable companies, we've always been ahead of the pack," said Dave Clarke. "We pride ourselves on picking good companies to partner with, and after our analysis we thought that Pure Storage was the company we wanted to partner with for five to 10 years."

"We have numerous SQL Servers deployed on the FlashArray, as well as Exchange 2010 Server. File servers, print servers, web servers — a real mix of any types of server. We've been using SQL for over 10 years."

### QUICK INSTALLATION WITH NO DOWNTIME

Keelings planned for the installation of the Pure Storage arrays to take around four weeks, which allowed upgrades to be made in other parts of the IT infrastructure.

Dave Clarke said, "As a result we had absolutely zero downtime. The migration to Pure Storage went much quicker than we thought it would — less than a day, when we thought it would take three or four days."

He added, "The Pure Storage units are super easy to install; we could almost have done it ourselves. The support from Pure was very good. The interface is very usable, with everything labelled and well thought out."

### SUPERIOR PERFORMANCE WITH SIMPLIFIED MANAGEMENT

The Pure Storage FlashArrays are delivering superior performance. IOPS speeds are now on average around 1.3K, with a peak speed of 3.84K. Latency been reduced significantly, while the flash storage has a data reduction rate of 2.6:1.

Keelings is finding the speed of its SQL servers are faster, with SQL read and writes a lot quicker. The responsiveness of Microsoft SQL Servers 2008 and 2012 has been particularly impressive. Now the process of plugging a remote desktop into a server is pretty much instantaneous, whereas before, there was always a delay.

For example, Keelings recently had issues with financial systems and needed to quickly increase the size of the virtual server. Its IT administrators could do it instantly through vSphere as Pure Storage is fully integrated with VMware. Previously they would have needed to first go into separate storage consoles and back into VMware.

Dave Clarke added, "There is less maintenance involved with Pure Storage due to the proactive support. With the previous system, we had to constantly monitor performance. We were having issues with disks going down — we had to make a lot of disk changes over the last six months. And every time we made a disk change, the units had to restart.

"Since we've moved to Pure Storage, the only thing we monitor is the amount of space being used on it. Pure Storage has remote access into our storage unit, which means that if we had an issue, we would get an email from Pure support before we even know there was one."

With Pure Storage, Keelings can make modifications instantaneously without any degradation in the capabilities of its systems. It now has a unit that can easily see it through the next four to five years, saving it up to one working day per month in administration.

Dave Clarke concluded, "With Pure Storage, you're taking storage to the next level, coping with business requirements a lot of companies will probably have now and in the future. It's keeping us up to pace with technology.

"In the future, we'd like to grow what we have. In the next six to 10 months, we might have to expand the storage out into our UK datacentre at the next equipment refresh window. We're at the start of our Pure Storage journey, so watch this space!"

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