



## HENRY DAVIS YORK

### COMPANY:

Henry Davis York  
[www.hdy.com.au](http://www.hdy.com.au)

### CHALLENGE:

- Ongoing heavy maintenance costs counterintuitive to business
- Required higher performance for evolving data environments

### SOLUTION HIGHLIGHTS:

- Pure Storage FA-420
- Foundation set for VDI and mobility
- Speed of systems increased 10x delivering greater efficiency and productivity to business

### BUSINESS VALUE ACHIEVED:

- Reduced footprint in data centre by two thirds
- Significantly less time spent maintaining storage infrastructure
- Business reports run remarkably faster

#### USE CASE

VDI

#### GEO

Australia

#### INDUSTRY

Legal

## HENRY DAVIS YORK RETURNS VERDICT: PURE STORAGE IMPROVES BUSINESS PERFORMANCE, DELIVERING TIME AND COST SAVINGS

### BUILDING A BEST-OF-BREED SOLUTION FOR THE FUTURE

Henry Davis York (HDY) is a leading Australian law firm specialising in the financial services and government sectors. The firm practices nationally and is renowned for its insolvency and restructuring expertise. Headquartered in Sydney with 49 partners and more than 300 staff around the country, it provides services to clients in Australia and around the globe.

In addition to its supportive, high-performance and collaborative culture, IT has been a crucial factor in enabling the company's growth. Storage is a core requirement for the future of the business, underpinning everything from speed of operations to security. Alex Clonaris, Manager, Business Technology Solutions, has seen HDY go from strength to strength as a tier one firm over his 11 years with the company. "Without a finely tuned, best-of-breed storage layer, everything in the technology stack is impacted," Clonaris said. "Slow storage means everything takes longer, from generating reports to finding information – and time is valuable in our business. Choosing the right storage solution removes the bottleneck from the equation, so finding the ideal match was extremely important."

HDY had what it believed was an 'adequate' system for its environment, but the ongoing heavy maintenance costs were counterintuitive to the business. Rather than refresh the environment, it needed a forward-looking solution better suited to the changing data landscape – one that would offer a smaller physical footprint, lower power consumption, possible co-location facilities, and provide better security and higher reliability.

### PURE STORAGE LAYS FOUNDATION FOR VDI AND MOBILITY OPTIONS – AND SAVES ON MAINTENANCE COSTS

To continue as a best-of-breed law firm, HDY required the newest technology, and it recognised Flash as the next evolution in storage. It investigated options including Pure Storage, Nimble and XtremIO. Clonaris said everything about Pure made sense.

“Pure’s maintenance model is revolutionary: the longer you hold on, the less it costs over time. Supported by the Pure solution’s reliability, deduplication and compression capabilities, the decision was easy. Because we will always generate and store more data – not less – performance in terms of IOPS means Pure offers much higher performance than any spinning disk,” Clonaris said. “The Pure solution also means HDY is in a position to consider VDI and other mobility options, as well as business intelligence and data analytics.”

**“ Pure really has a passion for what it offers, its people are knowledgeable, responsive – they really believe in the cause, they believe in flash for all.”**

*Alex Clonaris, Manager, Business Technology Solutions*

HDY deployed two Pure Storage FlashArrays for its production and disaster recovery environments. All of its service production data now sits on Pure, with everything from email to file sharing now running off flash storage. Clonaris said the implementation couldn’t have been simpler. The initial install Proof of Concept took less than half an hour, with host recognition completed within an hour.

#### **INCREASED PERFORMANCE AND SIMPLIFIED MAINTENANCE DELIVER SAVINGS BACK TO THE BUSINESS**

The benefits of the Pure Storage implementation were noticeable immediately. The Pure footprint is one third of the size of the former EMC VNX deployment, while performance has increased significantly. “Pure allows HDY to store data far more intelligently thanks to its deduplication and compression capabilities,” Clonaris notes.

Most noticeable is the speed with which processes are now completed. Clonaris says setting up an infrastructure request to standup a new virtual server from a template would previously take more than ten minutes. With Pure, that same task takes about one minute, a 10x reduction. Business reports run faster, and these time savings are significant to the business.

Non-disruptive maintenance is another important benefit. Since installing Pure, HDY has undergone several software releases on the FlashArray. All updates were performed during business hours with zero downtime and zero impact on the business. Previously, this required a scheduled system maintenance period, taking time and resources.

Clonaris knew the simplicity of the solution would be a key advantage from the outset, stating the Pure installation was conducted in less than one hour thanks largely to Pure’s software and management portal. The resulting reduction in admin time spent monitoring and maintaining storage infrastructure on a regular basis has freed up Clonaris and his team to focus on more strategic initiatives within the business.

“Pure offers a solution that makes sense to a business, as opposed to a vendor just selling a product – it has disrupted the market and flipped it on its head,” Clonaris said. “Pure really has a passion for what it offers, its people are knowledgeable, responsive – they really believe in the cause, they believe in flash for all.”



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