

**Timewarp IT Consulting GmbH** has deployed Pure Storage all-flash arrays in the data center to prepare for the next growth stages of its customers. Thanks to Pure Storage, Timewarp is now able to provide disaster recovery as a service, eliminating their customers' needs for their own second data center location. Timewarp customers also profit from the scalability, performance, and administrative benefits.

**BUSINESS TRANSFORMATION**

Timewarp deployed Pure Storage all-flash arrays in the datacenter to provide disaster recovery as a service in the future. Pure Storage provided the foundation for a highly available Hyper-V (cluster) environment for tier 1 storage. The solution has resulted in significant improvements in high availability, performance, administration and scalability.

**GEO**

Austria

**INDUSTRY**

IT

“Pure Storage arrays are very simple to manage and storage extensions are possible via plug and play without having to rely on experts.”

Michael Pambalk-Rieger,  
*Managing Director*

**PURE STORAGE PROVIDES POWERFUL FOUNDATION TO HELP FUEL TIMEWARP'S SERVICE PORTFOLIO EXPANSION**

Timewarp IT Consulting GmbH is a pioneer in hybrid cloud services. Founded in Vienna in 2001, the company is owner-managed and has several hundred customers in the fields of housing, hosting and XaaS. The company achieves a solid year-on-year growth and has recorded sales of around three million euros per year.

As a cloud service provider, the company is faced with the task of ensuring maximum availability as well as maximum and predictable performance of their IT systems. These are decisive factors, especially for customers who have a large number of databases and/or hard disk-intensive applications running on their systems. This is in large part why Timewarp has decided to deploy Pure Storage all-flash arrays in the data center to prepare for the next growth stages of its customers. Thanks to Pure Storage, Timewarp is now able to provide disaster recovery as a service, eliminating their customers' needs for their own second data center location. Timewarp customers also profit from the scalability, performance, and administrative benefits.

The use of cloud services continues to grow, which means that more and more data is collected in companies. Data is the capital of today and its importance is no longer viewed solely from an IT perspective but also from a business perspective. Many of Timewarp's customers — for example, in sectors like manufacturing, payment services, video production, and air traffic control — are increasingly dependent on the rapid provisioning and evaluation of their data. Timewarp wanted to create the basis for a highly available Hyper-V (cluster) environment for tier 1 storage with the possibility of flexible expansion. A simpler storage management was also one of the requirements. By integrating the all-flash storage environment of Pure Storage, two Timewarp data center locations in Austria will be available without interruption, even in the future.

“We want to make the IT life of our customers easier,” said Michael Pambalk-Rieger, Managing Director of Timewarp IT Consulting GmbH. According to Pambalk-Rieger, the name Timewarp stands for individual, future-oriented solutions that meet current and future requirements in the areas of cloud services, hosting applications and infrastructure. “We are not just an IT service provider, but a strategic partner that accompanies our customers step-by-step,” explained Michael Pambalk-Rieger. “It was therefore a logical step for us to become the first local cloud service provider to provide our customers with Pure Storage.”

**COMPANY:**

Timewarp IT Consulting GmbH  
<https://timewarp.at>

**USE CASE:**

- Microsoft® Hyper-V

**CHALLENGES:**

- Previously there was no tier 1 storage and disaster recovery as a service in the portfolio.
- Demand was high to provide new services in the storage environment.
- The company needed to manage large amounts of data from customers.

**IT TRANSFORMATION:**

- The company achieved data deduplication of 9:1 for cloud servers (tier 1 storage).
- The solution provides a bandwidth of 8 Gbps and a latency of less than 1 ms.
- The company saved 2/3 of its working time for storage administration.
- Current savings are approximately 16 A / 4 kW.

**MAXIMUM AVAILABILITY, PERFORMANCE, AND SCALABILITY**

What's new for Timewarp customers is disaster recovery as a service. This allows customers to dispense with a second data center location. In this case, Timewarp incorporates the customer systems into their own data center, and they are reproducible at any time. The integration of Pure Storage is either in the customer's own data center, as a housing customer of Timewarp or as a hybrid cloud solution. In either case, companies can save significant costs and time, while those responsible have less worry about the valuable data. Thanks to the service variant, no additional hardware is required.

Pure Storage's all-flash solution has been integrated into the Hyper-V cluster in the data center at Timewarp for approximately 30 days. For the host server for Hyper-V, Timewarp uses HP, Dell and Huawei hardware, while the network is based on Brocade and HP. The storage system is managed via a WebGUI. The storage environment is now highly available, delivering SSD performance comparable to local SSD speed. "We can offer high-availability, high-performance cloud servers and isolated tier 1 storage," explained Pambalk-Rieger.

In addition to considerable improvements in the areas of high availability, performance, administration and scalability, Pure Storage offers great savings potential. "Pure Storage arrays are very simple to manage and storage extensions are possible via plug and play without having to rely on experts," added Pambalk-Rieger. "This can save approximately two-thirds of the time for administration."

The all-flash environment of Pure Storage is also very user-friendly in terms of space requirements. The Timewarp data center has saved a whole cabinet, which in turn has a very positive effect on energy consumption: around 16 A / 4 kW of electricity and approx. 13,000 BTU/h of cooling is saved.

"We are not just an IT service provider, but rather a strategic partner that accompanies our customers step-by-step. That's why it was a logical decision for us to be the first local cloud service provider to provide our customers with Pure Storage."

Michael Pambalk-Rieger,  
*Managing Director*



**info@purestorage.com**  
[www.purestorage.com/customers](http://www.purestorage.com/customers)