

**Ascendas-Singbridge Group** suffered the shortcomings of its previous hard-disk storage system in supporting its virtualization strategy and key financial-reporting applications. After installing all-flash arrays from Pure Storage, performance for end-users have sharply improved. The new storage has also simplified storage management for its IT staff, and cut capital and operating costs.

**BUSINESS TRANSFORMATION**

Employees, customers and business partners across Asia have easy, fast access to the data and applications they depend on. Key financial reports are ready in far less time. And the company can now implement productivity-enhancing applications in data analytics and business intelligence.

**GEO**

Singapore

**INDUSTRY**

Real Estate

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Alvin Tan,  
Head of Group Information  
Management and Technology

**PURE STORAGE HELPS ASCENDAS-SINGBRIDGE CONTINUE ON ITS GROWTH PATH**

At Ascendas-Singbridge Group, the focus is always on the future. So, when it was time to update the storage element of its IT infrastructure, it looked for a solution that would be beneficial over the long-term with lower TCO and simple in-place upgrades. That resulted in a switch to all-flash arrays from Pure Storage.

Headquartered in Singapore, Ascendas-Singbridge Group is Asia’s leading urban development and business space solutions provider. It undertakes urbanization projects spanning townships, mixed-used developments and business/industrial parks in 28 cities across nine countries in Asia. It also manages three Singapore-listed funds, as well as a series of private real estate funds.

To support its diverse and regional operations, the group requires a flexible and responsive IT infrastructure, which is a primary reason it has become 99% virtualized. In 2014, the storage component of that infrastructure required an update.

“We had been using a three-tier SAN that was approaching its seventh year of operation, so we knew it was time for a change,” said Alvin Tan, Head of Group Information Management and Technology. “Moreover, we were encountering an increasing number of problems with our previous storage. Heavy application demands, like end-of-quarter and end-of-year financial reporting, caused unacceptably slow response times. The storage was also not able to provide the input/output operations per second (IOPS) and low latencies necessary to support our move to virtualization.”

**PURE STORAGE PROVIDES A FUTURE-PROOF SOLUTION**

The group’s IT department researched the mass-storage landscape carefully, and learned that all-flash technology was the way of the future. And when it came to selecting a vendor, Pure Storage was one of the top choices. “The most important factor in choosing Pure was the Pure Evergreen™ Storage Program. It’s very important that our storage infrastructure keep up with our growth, and we don’t want a system where upgrades mean expensive purchases and massive downtime,” Tan said.

With an Evergreen Storage subscription, the company is guaranteed to receive the latest technology without disruptive upgrades, preserving its initial investment for at least a decade. Since its initial purchase of Pure Storage arrays in 2014, the group has upgraded to the FlashArray//M series without any interruption to operations.

**COMPANY:**

Ascendas-Singbridge Group  
[www.ascendas-singbridge.com](http://www.ascendas-singbridge.com)

**USE CASE:**

- Virtual Server Infrastructure – VMware® vSphere®
- Database – Microsoft® SQL Server®

**CHALLENGES:**

- Response times with legacy storage slowed considerably during peak processing loads.
- Company-wide virtualization and move to hybrid-cloud strategy required a new storage strategy.

**IT TRANSFORMATION:**

- Time to prepare key reports cut by more than 75%.
- New storage uses one-quarter the rack space of previous system while providing greater capacity, with resulting power and space savings.
- Pure Storage arrays integrate seamlessly with both cloud and co-location center providers.

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 Head of Group Information  
 Management and Technology

“No disruption. No new purchases. Zero downtime. Pure Storage certainly delivered on their promise and proved that we made the right choice to move to all-flash storage,” Tan noted.

**HIGHER-PERFORMING APPLICATIONS BOOST PRODUCTIVITY**

The Pure Storage arrays have delivered 99.9999% uptime, as well as vastly improved performance, with latencies consistently less than 1 millisecond (ms), compared to as much as 200 ms with the legacy hard disk-based systems. The result has been increased productivity throughout the organization. For example, some key financial system operations can now be completed within 30 minutes, compared to as long as two hours when they were running on hard-disk storage.

“Our experience with Pure Storage has been a great story of reliability and consistency,” Tan said. “Our initial installation in 2014 was painless and seamless. The same can be said with the upgrade experience in 2017 as well. The upgrades were done during normal business hours, and no one in the organization noticed anything had changed.”

In addition, Tan said, “The Pure1® Web-based support has been fantastic, including an instance where the customer support team at Pure Storage informed us that a cable was failing before we even knew it, and they sent a replacement immediately.”

The group has seen significant reductions in IT operating costs in storage systems, thanks to the high rates of data reduction achieved through the compression and deduplications features built into Pure Storage arrays. “We migrated close to 200TB of data from our legacy system onto the Pure arrays, and it required only about 1/8th the storage capacity we previously used,” Tan noted. “If we had stayed with hard drives, we would have had to add 24 more disks to accommodate our growth, and that would have meant two full racks of storage. But with Pure, we use less than half a rack. That saves us money in leasing data center space.”

**SIMPLIFIED MANAGEMENT FOR A MULTI-CLOUD FUTURE**

Another benefit has been the simplicity of managing Pure Storage arrays. “Once the arrays were installed, we found they were so easy to operate that we didn’t need to assign anyone the task of storage management. Not only does that increase our peace of mind, it enables us to focus our attention and resources on higher-value projects that drive greater growth for the company,” Tan said.

Looking to the future, Tan said the group’s IT strategy is focused on supporting new applications in the areas of data analytics and business intelligence. It will also continue to drive virtualization so that employees, customers and business partners have seamless access to the data and applications they require.

A critical element in the company’s long-term IT strategy is striking the right balance between on-premise IT infrastructure and cloud resources.

Tan said he is impressed with the ability of Pure Storage to integrate with both its cloud provider, Azure, and its co-location data-center partner, Equinix.

“With Pure Storage, we can achieve considerable cost savings by using compute resources in the cloud and integrating it with our on-premise storage capabilities,” said Tan. “The ease with which storage capacity can be increased with Pure gives us the flexibility we need to implement a cost-effective hybrid-cloud.”



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