

**Cloudhelix** was faced with a challenge when its existing storage provider was acquired by another company: how to ensure projects and performance promises to its customer base could be maintained with a new storage provider. The company sought certainty through a provider it could trust for the long-term. The seamless integration of Pure Storage into the company's cloud platform has given the service provider the peace of mind it needs to focus on targeted growth and development.



#### BUSINESS TRANSFORMATION

Pure Storage provides all of Cloudhelix storage for its high-performance cloud platform, delivering simplicity and enabling the business to scale seamlessly and confidently. The Pure Evergreen™ Storage business model helps ensure its relevance well beyond the typical lifecycle of IT infrastructure.

#### GEO

United Kingdom

#### INDUSTRY

Service Provider

“If Pure Storage says that a new feature is generally available, we can switch it on, in production, with absolute confidence.”

David Blesovsky, **CEO**

#### PURE STORAGE ALLOWS CLOUDHELIX TO FOCUS ON INNOVATION AND CUSTOMER EXPERIENCE

Cloudhelix is a forward-thinking managed service provider helping businesses improve performance through the applied use of technology. Catering to clients in the financial services and legal sectors, as well as science and big pharma, the Cloudhelix infrastructure had to be able to handle large, business-critical workloads.

Cloudhelix had initially worked with a small Silicon Valley start-up to develop its storage infrastructure to gain the high-performance needed to deliver on its ‘virtualize anything’ vision. The resulting storage system was high-performing but complex — effectively meeting customer demands, but time-consuming and difficult to maintain.

“Before Pure Storage we’d essentially bred our own racehorse,” said Cloudhelix CEO David Blesovsky. “It was difficult to look after. We wondered, ‘What if something went wrong, would it be cheaper to put it down than to fix it?’ That was a legitimate risk and a concern that we had.”

The crisis point came when the storage start-up they relied on was bought by another, larger company. The acquisition meant that Cloudhelix could no longer be confident in the longevity and reliability of the solution underpinning its entire cloud platform.

Cloudhelix, seeing the writing on the wall with its incumbent storage provider, turned all of its energy towards finding the right partner for the future.

#### A FRESH APPROACH TO MANAGED SERVICES

Blesovsky and his two business partners had big ambitions when they set out to build a new kind of cloud-based service provider: “We basically had a view that we were going to change the approach to managed services in the UK,” stated Blesovsky.

Cloudhelix provides innovative cloud-based consulting services to enable businesses to find simple solutions to the complicated challenges holding them back. Designed as a platform to virtualise any application or workload, resilient, high-performance storage is an integral part of the Cloudhelix machine.

Having doubled its turnover every year since leaving the R&D phase, it’s now an incredibly exciting time for the progressive company. “We’re going at it all guns blazing from now on,” confirmed Blesovsky.

**COMPANY:**

Cloudhelix  
[www.cloudhelix.io](http://www.cloudhelix.io)

**USE CASE:**

- Critical application hosting, hybrid cloud, disaster recovery, and storage acceleration services
- VMware® ESXi, vCenter, and vCloud Director
- Kubernetes clusters

**CHALLENGES:**

- Existing storage infrastructure was high-performance but also high-maintenance, requiring significant investments in support development resources.
- Acquisition of existing storage vendor resulted in termination of customer support services, leading to uncertainty for Cloudhelix' flagship hybrid hosting platform.
- Imminent end-of-support date and company growth plans demanded reliable partner able to provide a consistently high-performing storage infrastructure.

**IT TRANSFORMATION:**

- 100% confidence in Pure Storage allows Cloudhelix to focus on innovation and customer experience.
- Cloudhelix' clients encounter a seamless transfer and report faster batch processing; day-long data calculations down to 20 minutes.
- Storage management now requires virtually no time, freeing staff to develop new offerings and better serve customers.

**INCREASED COMPETITIVENESS**

"I actually came across Pure Storage six or seven years ago at a conference in Edinburgh," explained Blesovsky. "Our CTO James Leavers and I were looking longingly at these orange arrays and thinking: when we make it, we can get one of those. Now, a few years later, we've built something with Pure Storage, around that core technology — which is something we're really excited about."

Cloudhelix now plans to work with Pure Storage as a partner as well as a customer, co-launching new resilience and AI compute services for its growing client base.

"Pure Storage serves the same demanding markets as we do," Blesovsky added. "So, when a customer comes to us with a specific need, we can be confident that Pure Storage already has something in the pipeline. We can also be sure that if Pure Storage says that a new feature is generally available, we can switch it on, in production, with absolute confidence."

**ENHANCED AGILITY**

It was essential for Cloudhelix to find a new storage provider. This partner would not only have to deliver the high-performance that their customers were used to, but also the stability that Cloudhelix needed to scale.

After reaching out to several vendors, Blesovsky and the team were duly impressed with the level of engagement that they received from Pure Storage. "Pure came back to us within 15 minutes," added Blesovsky. "Within a week we had Pure arrays on the ground. In fact, I think we had Pure installed in the data centres to test before two other vendors even came back to us! That was so indicative of our whole engagement with Pure."

Pure Storage's post-IPO status was another major asset. Blesovsky knew he had found the stable and mature supplier his company could rely on.

**BUSINESS PREDICTABILITY**

All of Cloudhelix' live running cloud infrastructure is now underpinned by Pure Storage FlashArray technology. The company uses a platform built on VMware ESXi, with vCenter for management and multi-tenanted self-service provision exposed to customers via vCloud Director. In addition, some customers also run their own Kubernetes clusters on top of the platform.

As a result of implementing Pure Storage, the company has been able to grow its bottom line by confidently executing its plans and offering customers a premium service. In addition, the simplicity of the arrays means less time and energy spent on managing storage. "I would say that deploying Pure Storage basically does the job of an entire staff member in terms of the service it provides," Blesovsky elaborated.

The personal difference for Blesovsky and his senior team is also clear: "It's a relief. We were going home for the weekend thinking about our next storage platform. Now we don't have to think about storage, and that freed-up headspace is really important for developing the business."

Customers have also noticed a difference in performance since Cloudhelix switched to an all-flash array. An insolvency practitioner client, whose large batch processes previously took an entire day, can now run the same process in just twenty minutes.



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