

Sensis delivers engaged consumers to Australian businesses with its leading marketing services including online advertising and vast range of digital products. With an outsourced workforce of more than 1000 staff needing access to critical business systems, and a storage layer that was a major bottleneck for IT performance, Sensis needed a new solution. After deploying Pure Storage, Sensis was able to streamline key business processes and outsource key functions to large industry specialist service providers. The efficiency of the solution has enabled the company's outsourced workforce to experience Sensis business systems as though they were operating within the Sensis IT ecosystem.

**BUSINESS TRANSFORMATION**

- Increased productivity for outsourced teams
- Storage layer no longer a bottleneck for the platform
- Low total cost of ownership due to reduced physical array requirements and reduced burden on operational teams

GEO

Australia

INDUSTRY

Comms & Media

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Rupesh Kapadia, Group Manager Enterprise Technology Services

BUSINESS TRANSFORMATION INITIATES TECHNOLOGY RE-THINK

Sensis is Australia's leading marketing services organisation. The company provides businesses the opportunity to create a market presence through its print and digital properties - Yellow Pages, White Pages, Whereis, and True Local. Specialising in Search Engine Marketing (SEM) and Optimisation (SEO), Sensis has a rich history founded on the creation of the first Australian telephone directory in 1880. It continued to publish both residential and business directories for over 100 years before launching the world's first online Yellow Pages in 1994.

With the growth of online advertising and marketing, Sensis has worked to transform its business model, offering a greater range of digital products. As part of this transformation, key business processes were streamlined and some key functions outsourced to large industry specialist service providers.

FLASH AS AN ENABLING TECHNOLOGY

At the core of Sensis' business transformation was technology. Providing outsourced teams access to their critical business systems was integral to the success of Sensis' strategy. Rupesh Kapadia, Group Manager Enterprise Technology Services at Sensis, says storage infrastructure was vital to this revolution.

“VDI technology has a strong dependence on storage input/output. In the end, we're effectively running thousands of desktop machines on a single storage array, so it needs to provide the equivalent performance of a user sitting at their own dedicated physical system. Each layer in the VDI infrastructure needs to be optimised, and storage is the bedrock on which the VDI stack is founded,” Kapadia said. Sensis required a best of breed storage technology to suit their deployment.

With an outsourced workforce of 1000+ staff, and with many logging on at the same time during the day, Sensis needed to offset a reduction in subject matter expertise with an optimised platform that could maintain efficient business process handling times and data integrity despite the large volume of simultaneous users. Via a rigorous proof of concept exercise, Sensis selected Pure Storage.

PURE STORAGE HELPS TO ENABLE A RESILIENT GLOBAL WORKFORCE

After selecting Pure, the elapsed time from initial order to installing usable disk was astonishing. Once racked and stacked, the Pure Storage FlashArray infrastructure was ready to present live volumes within 48 hours. Other vendors considered by Sensis came nowhere

COMPANY:

Sensis
www.sensis.com.au

USE CASE:

- VDI

CHALLENGES:

- The storage layer had become major bottleneck for IT performance and was impacting general user experience
- Offshore teams required stable and robust VDI to enable seamless and reliable performance

IT TRANSFORMATION:

- Pure1 monitoring delivers full customer confidence in solution's robust stability via maintenance and support
- Large outsourced workforce experiences seamless business systems
- Minimal business interruption during fast implementation of solution

near the quick and efficient installation of Pure's storage solution, and the minimal disruption to the customer was remarkable. Adding to that, the overhead on in-house storage specialists has been greatly reduced as the arrays require little hands-on maintenance.

Kapadia said that from an operational standpoint there are noticeable benefits within the new environment. "Unlike other parts of our infrastructure, with Pure Storage we no longer have to think about managing our storage, nor do we need any teams dedicated to its operation. A key component of the Pure Storage offering is their back-to-base monitoring. We can be confident the Pure Storage support team is monitoring our arrays 24x7 and being proactive about their health and maintenance," said Kapadia.

Since implementing Pure Storage, Sensis has been impressed by the reliability and performance of the arrays. In addition, the company found the arrays need little power to run, meaning significant savings on energy bills. The smaller footprint of the arrays was another added benefit to Sensis, with the solution taking up very little physical space.

Most importantly, the efficiency of the Pure Storage solution has allowed Sensis' outsourced workforce to experience Sensis business systems as though they were operating within the Sensis IT ecosystem.

Kapadia insists that Pure Storage has been key to the ongoing success of their outsourced operations. "Following the implementation of Pure Storage the average job handling time has come down significantly, for some jobs up to as much as 75% time reduction. The system is performing better so staff can get more jobs done in the same shift length, which ultimately improves our company productivity. We have seen this efficiency uplift across various business functions from our outsourced partners," said Kapadia.

"Since replacing our legacy VDI platform, with a new VDI based on a foundation of Pure Storage, the average handling time across the outsourced workforce has reduced significantly. As much as a 75% increase in productivity has been reported in some business functions."

Rupesh Kapadia, *Group Manager
Enterprise Technology Services*



www.purestorage.com/customers