PURESTORAGE®

Trespa International was plagued by regular interruptions in its factory operations because its legacy storage system was failing to adequately support its virtual desktop infrastructure (VDI). By installing a Pure Storage FlashArray//m20, the company eliminated disruptions to its VDI, and supported faster and better decision-making through improved data warehouse performance.

TRESPA®

BUSINESS TRANSFORMATION

The company has saved more than €100,000 a year by eliminating interruptions in its factory VDI operation. Improved performance of the data warehouse has led to faster and better decision-making while long-term capital expenditure savings will be achieved through the Evergreen Storage business model.

GEO

The Netherlands

INDUSTRY

Manufacturing

"Across the board, we're very satisfied with Pure Storage as a company and with its systems."

Stefan Seerden, *IT System Manager*

TRESPA BUILDS A STRONG STORAGE INFRASTRUCTURE WITH PURE STORAGE ARRAYS

Trespa International BV is a leading manufacturer of high-quality plates for facade cladding and interior surfaces. Its showpiece product is Trespa Medeon, a durable, decorative high-pressure laminate material. With annual revenues of approximately €200 million, the company employs more than 600 people.

Trespa's factory runs on a VMware VDI environment, but starting in 2014 its performance left much to be desired. "We started to have problems with our production department, which has 125 automated production stations," recalled Stefan Seerden, IT System Manager. "On average, the VDI environment froze twice a month. Since our virtual desktops are responsible for the operation of the factory machines, these interruptions resulted in a significant disruption to the production process. A company like ours that operates 24/7 can't have that, of course."

Seerden determined that the problem was due to its storage infrastructure. In an attempt to resolve the issue, an extra spindle was added, but the problems remained. In Fall 2015, Trespa discussed the VDI performance issue with Bechtle, an IT consultancy that has worked with Trespa since 2010. Joost van Lochem, a dynamic data center business consultant at Bechtle, noted that "Modern IT environments are constantly changing, and these days they demand a dynamic distribution of server and storage capacities. This approach guarantees a more flexible solution where scalability is a priority." Van Lochem advised Trespa to look into a solution from Pure Storage.

A TEST OF PURE STORAGE QUICKLY SHOWS BENEFITS

Shortly thereafter, Seerden said, "a Pure Storage system engineer visited us and explained their all-flash storage concept. He brought along a 5TB FlashArray//m20 system for evaluation. After plugging in just six cables and very little configuration, it was installed with stunning ease. For one month we were allowed to use the //m20 any way we wanted, so we uploaded the factory systems and our email server onto the array. Immediately we noticed massive gains in VDI performance. System startup and data response times improved dramatically.

"But our biggest 'aha experience' came with the email server. We work with a journal mailbox, which means that a copy of every email sent to or by Trespa is saved. The mailbox contained more than 1.2 million emails, and it was nearly impossible to open. But once it was saved on the //m20, we could see all our emails on our screen within

COMPANY:

Trespa International
www.trespa.com

USE CASE:

- VDI – VMware® Horizon
- VSI – VMware Vsphere®
- Database – Oracle®, SAP®

CHALLENGES:

- Legacy storage system was causing frequent disruptions in the VDI environment, halting factory operations.
- The email system had grown so large that the storage infrastructure was unable to display full log files.

IT TRANSFORMATION:

- Latencies have been consistently reduced from 1 second to sub-millisecond levels.
- A key SAP/Oracle data warehouse now runs 30% faster.
- The email environment with 1.2 million records is once again accessible.
- Malfunctions in the factory's VDI environment have been eliminated.
- The company can now consolidate apps onto a single storage platform.

> "Evergreen Storage is disrupting the world of storage because the in-place upgrades mean that you always have the latest system."
>
> Stefan Seerden, *IT System Manager*

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15 seconds." Then, as a test, a large Oracle/SAP data warehouse was uploaded to the //m20, and it immediately ran 30% faster, without any fine-tuning. According to Seerden, the CFO of Trespa was particularly happy about that development. "He takes his motto from the statistician and management consultant W. Edwards Deming: 'In God we trust; all others bring data.' In other words, good data is the foundation of good decision-making. The improvements to performance meant that reports could be made much more quickly and the decision-making procedures were significantly shortened. This is a highly important business value."

Seerden is particularly happy with the Evergreen Storage business model, which guarantees non-disruptive upgrades to the latest technology, including new controllers every three years, as long as an array in on a support contract. "Evergreen Storage is disrupting the world of storage because the in-place upgrades mean that you always have the latest system. You don't have to order a completely new system once every few years, and the non-disruptive upgrades mean you don't have to worry about the downtime that has historically been an inevitable part of a complete migration."

Van Lochem added, "With Evergreen Storage, you won't have to spend money on a forklift upgrade. You're trading CAPEX for OPEX. Because we were able to make the total cost of ownership clear for Trespa with Evergreen Storage, it became a no-brainer."

Seerden agreed. "Bechtle did a good job of explaining the advantages of Evergreen Storage to us and gave us a specification of the costs per year so that we knew in advance what we could expect."

Storage management has become much easier with the Pure Storage array. "Our previous storage system had complicated, multi-console management tools, and you had to really search for the features and functions," Seerden said. "In contrast, the Pure Storage management environment has just a single console, where you can monitor all data in real time at a glance."

SUCCESS WITH PURE STORAGE ARRAY LEADS TO A SECOND PURCHASE

Within a month of the initial test, Trespa had moved its production applications and data onto the Pure Storage array. Trespa's management was so enthusiastic that they immediately ordered a second FlashArray//m20. The arrays now support 400 simultaneous VDI users.

Seerden pointed to massive improvements in performance, with latencies dropping from one second during peak loads to an average of less than one millisecond. The amount of storage required has been greatly reduced because the Pure Storage arrays have been achieving data-reduction rates of as much as 18:1. The disruptions on the factory floor — which cost several hundred thousand euros annually — are a thing of the past, the email environment is accessible again, and the general user experience has gotten much smoother.

"Across the board, we're very satisfied with Pure Storage as a company and with its systems," Seerden said. "Our 400 VDI users are very happy because their manufacturing, ERP and mail environment work much better now. We are very pleased because we are able to process three different applications with only one storage environment much better than before." Later in 2016, he plans to transfer the company's data warehouse to a Pure Storage array. "In addition, we're going to take Bechtle's advice and combine the //m20 environment with Cisco server and network components to create a converged FlashStack solution. The major advantage to this is that you have a single point of contact for support, whereas in the past, if there were problems the various suppliers just tried to foist responsibility onto each other. But this way, your storage, servers, and switches in the rack are guaranteed to function."