# Pulsant meets customer demand for high performance data storage system with Infinidat

Businesses today are in a constant state of flux and need flexible IT to help them adapt, thrive and ultimately meet customer demands. **Pulsant** is a leading UK provider of data centre services and cloud infrastructure. Its customers rely on the company to offer expert consultancy, combined with specialised resources.

Identifying and deploying innovative, robust, technology is critical to the continued success of the Pulsant business. The company invests heavily in software, infrastructure and skills in order to remain agile and boost its competitive edge.

## The Challenge

As part of an ongoing drive to optimise its infrastructure and meet customer requirements, Pulsant sought a solution to streamline its data storage demand. This included current needs, as well as to deal with future storage growth. Based on the statistics within the business, it would be a substantial goal to achieve, and the Pulsant team was keen to research the market in detail to ensure all its options were carefully presented and considered.

Pulsant reached out to four vendors; reviewing each solution using a scoring strategy that included price, ease of use, technical capabilities and features. The commercial element was looked at separately, while vendor support and consultancy were also considered critical. Given the future-looking goal, the procurement process needed to be structured and very detailed.

There were also shorter-term, but important, business issues to take into account – for existing customers, it was imperative that they shouldn't experience any system downtime while the changes were made and the new technology was deployed. To assist customers and offer an effective backup capability, large amounts of data needed to be backed up overnight, with short backup windows, across multiple terabytes of data.

Infinidat scored very highly and was selected as the vendor of choice.

## The Solution

"From a technical point of view, I was familiar with all the solutions presented by the vendors. I had used them all, and based on the results of the tests, Infinidat came out on top, scoring highly in all the categories," explained Jon Nicholas, Cloud & Storage Infrastructure Manager at Pulsant.

This Infinidat deployment closely followed another large storage request for proposal (RFP) that the company had secured with Pulsant in mid-2018. Two systems were installed in this new phase; one in the Milton Keynes data centre and the other in the Newcastle data centre. This latest project sees Pulsant have eight InfiniBoxes across five sites within its UK network. The InfiniBox® enterprise storage system has been built for the most demanding workloads in enterprise data centres and delivers zero-impact snapshots, dependable "active/active", synchronous and asynchronous replication with guaranteed reliability and data security.

SCALE TO WIN

INFINIDAT

# Solution Advantages
## for Pulsant

INFINIDAT

**40% more performance with 20% lower costs**

**Automated provisioning management**

**Unprecedented availability (99,99999%)**

With InfiniBox, enterprise IT organisations and managed service providers are able to exceed their service level objectives while radically lowering the cost and complexity of their storage operations.

Pulsant's Nicholas believes that Infinidat is changing the storage market; not just with its technology innovation but also from a commercial viewpoint. "Cost structure was a very important part of the procurement process – we were talking about managing Petabytes of data storage."

A strategic element of rebuilding the storage environment included the need to remove three existing systems and transfer them on to one – Infinidat. This would require planning, advanced trouble shooting and careful consultancy to ensure that the right level of support would be in place throughout installation.  The Infinidat system has a straightforward user interface, meaning there wouldn't be any complications for the in-house team when it came to understanding it, using it and supporting it.

"We also needed to ensure we remained compliant, of course, with any changes, but in all honesty, this wasn't a concern when it came to Infinidat, who ensure encryption of data throughout the stack, in flight or at rest," added Nicholas.

For Pulsant, this was a business benefit that immediately ticked a box. "The exercise after all was to consolidate systems and build out a strategic business platform, based on substantial growth plans. Compliance was key."

In addition, the level of customer service and support offered by Infinidat was deemed to be exceptional by Pulsant.  According to Nicholas: "The dedicated Technical Advisor assigned to Pulsant was very helpful and worked closely with us throughout the project."

## The Result

Ahead of implementation, Infinidat worked closely with the Pulsant team to ensure the physical locations allocated to the InfiniBox, within the two data centres, were suitable. Pulsant was sent a detailed document to complete ahead of install, checking everything from the physical site to the power requirements and the strength in the floor. "This process is worth the time to collect all the details," added Nicholas. "This was all checked ahead of deployment with Infinidat account managers and engineers raising any concerns along the way. To date, and following eight installations, we haven't had a single problem."

> "Despite periods of high demand and utilisation up to 90%, InfiniBox continues to deliver great performance."
>
> *Jon Nicholas, Cloud & Storage Infrastructure Manager at Pulsant*

While Pulsant would agree this process was also, to a degree, a driver to reduce CapEx, it was much more about improving performance and scalability.

In addition to having a robust and future-proofed data storage system in place, Pulsant is experiencing resource savings as a result of the reduced team-hours that are now needed to manage the storage infrastructure. "One of the key things we noticed as two separate IT teams collaborated, is that it was very easy to bring all the engineers up to speed with the system, despite them having no previous knowledge. They were able to gain insights and understand the solution very quickly. Bringing things together in a short period of time was very important," explained Nicholas.

With regards to system performance, Pulsant has seen positive changes here too. "Despite periods of high demand and utilisation up to 90%, InfiniBox continues to deliver great performance," notes Nicholas. This is a critical benefit for Pulsant as it runs a multi-tenanted environment.

## Future plans

For Pulsant, the focus remains on supporting customers in achieving their growth strategies. According to Nicholas: "As the business grows, we expect to be given targets of our own within the IT team in order to maintain a system that enables the company to do more and offer more. Part of this will include looking at how we can do more with the leading-edge technologies already in place. InfiniSnap, which provides snapshot technology at petabyte scale and delivers thousands of snapshots with no performance impact, will definitely feature in those plans as we will use the arrays to resolve specific issues for customers."