PURESTORAGE®

Owentis faced the threat of high latencies and the resulting inefficient performance of its web-hosting services by opting for a flash storage solution. The acquisition of an all-flash array from Pure Storage® resulted in sharply increased performance and the ability to create an improved customer experience.

Owentis
Groupe Ozitem

BUSINESS TRANSFORMATION

End-users enjoy greater responsiveness from the web sites operated by Owentis customers, while Owentis can offer a greater range of services at attractive prices without compromising performance.

GEO

France

INDUSTRY

Hosting/Service Provider

"I think of Pure Storage as the iPhone of storage, in the sense that its installation is almost plug-and-play."

Mathieu Dottin, *Technical Director*

OWENTIS IMPROVES THE QUALITY OF ITS WEB-HOSTING SERVICES BY INSTALLING PURE STORAGE

Owentis, a division of the Ozitem Group of France, offers private, public and hybrid cloud hosting services. Founded in 1996, it is supported by a team of 340 employees. The company serves both large enterprises and small/medium businesses, specializing in companies hosting websites.

With its business growing rapidly, Owentis faced the dual challenges of maintaining network performance and managing increasing volumes of data. According to Mathieu Dottin, technical director with Owentis, there were increasing concerns about latencies associated with the legacy hard-disk storage infrastructure. Performance slowdowns were threatening the quality of service being delivered to one of the company's most important web-hosting customers.

"To improve the quality of service we provide, we opted for a flash storage solution to benefit from its exponential performance improvements as well as its reduced costs," Mr. Dottin said. "Compared to conventional arrays, the performance and capacity of flash arrays was compelling."

After evaluating the offerings of several providers, Owentis opted for Pure Storage, based on the performance, scalability and simplicity of the product. "The range of products from Pure Storage is very easy to understand and has no extra licensing costs for value-added features. It is very easy to explain the advantages of a Pure solution to our customers and how they will benefit from it," Mr. Dottin noted.

"Compared to its competitors, Pure Storage has made significant efforts to offer an attractive, refined and more readable management interface. This allows us, as network operators, to be more productive. It's one of the reasons they are the leader in Gartner's Magic Quadrant for Solid State Arrays."

Installing and configuring the Pure Storage array took less than half a day. "I think of Pure Storage as the iPhone of storage, in the sense that its installation is almost plug-and-play," Mr. Dottin said. "The array does not require any configuration or advanced settings. Everything is transparent. Our teams adapted to it very quickly, thanks to its clear, intuitive interface. It didn't take days to learn how it functions, as with traditional storage systems."

COMPANY:

Owentis
www.owentis.com

USE CASE:

• VSI – VMware® vSphere®

CHALLENGES:

• High latencies resulted in insufficient performance for web-hosting customers.

• Licensing costs for storage-related software threatened to make services uncompetitive.

IT TRANSFORMATION:

• Latencies were slashed by 90 percent.

• Performance increased from 20,000 to 70,000 IOPS.

• High ratio of data reduction has allowed an expansion of storage services.

"The true differentiating element that Pure Storage offers is the simplicity of its operation."

Mathieu Dottin, *Technical Director*

IMPROVED PERFORMANCE ON KEY APPLICATIONS

The performance benefits have been significant. "With the Pure Storage array, we have reached average latencies of 0.2 to 0.3 milliseconds, compared to 2 to 3 milliseconds with our previous solution. This results in a significant improvement in the end-user experience on the websites of our customers, with quick reaction times and fluid images."

Another significant benefit provided by the Pure Storage array compared to previous suppliers is a data reduction ratio of greater than 3:1, Mr. Dottin reported. "This level of data reduction is very important for us as a cloud service provider, because the greater the compression and deduplication, the more storage we can offer to our customers at attractive prices. Our previous solution did not offer sufficient compression and deduplication capabilities for our needs, or they came at the expense of storage performance. With Pure Storage, these features are not optional; they are included in the solution, with no additional costs. We do not have to ask whether we should activate it or not."

Concerning storage performance, Mr. Dottin reported, "we have reached 70,000 IOPS, compared to only 20,000 with our previous storage system. Even so, we have not yet reached the saturation threshold and we could indeed reach even higher IOPS. Another measure I find very relevant is the array's storage density and its impact on minimizing the data center footprint. Currently, we have a 3U array with a capacity of 15TB, and is only used at 55 percent. With the ease of adding capacity to a Pure Storage array, we could easily get another 70TB in the same footprint."

SIMPLIFIED MANAGEMENT, OUTSTANDING SUPPORT

The expansion possibilities allow Owentis to execute plans to move all its virtualized VMware servers to Pure Storage all-flash arrays.

Mr. Dottin said he is greatly impressed by the Pure1™ support service, which automatically detects any problem that might occur on an array, immediately initiates a response, and keeps the customer informed through a smartphone app. "This feature is very valuable in controlling operating costs. The quality of Pure Storage support is very satisfying."

Mr. Dottin summarized the advantages of his new storage provider: "The true differentiating element that Pure Storage offers is the simplicity of its operation, and of course its performance. Even if other providers offer similar performance, their solution is never as simple as Pure Storage in terms of implementation and ongoing operation."

PURESTORAGE®

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