

OFFSITE Reduces Costs of Delivering Enterprise IT Services with Infinidat's Elastic Pricing and Flexible Storage Model

OFFSITE is a full-service Infrastructure and IT solutions provider, offering enterprises a suite of private cloud services, backup and replication, business continuity planning, workplace recovery and high-density colocation. The company strives to redefine the data center experience with its high-performing environment for managing data operations, including safe and secure facilities, a powerful infrastructure, strategic processes, comprehensive services, data solutions expertise and industry-leading technology.

OFFSITE owns and operates a carrier-neutral data center in southeastern Wisconsin, with redundant operations in Chicago and Denver. It is positioned strongly as the 24x7 Network Operations Center of its enterprise customers.

When the forward-thinking firm needed to expand its data storage capacity at hyperscale, it selected Infinidat's enterprise storage solution for the ability to deliver ultra-fast, yet more cost-effective services to its clients. Recognized for its high capacity, high performance and 100% availability, Infinidat's storage technology displaced the existing all-flash arrays that OFFSITE had been using to meet the enterprise technology requirements of its customers.

Challenge of Expanding Data Storage Capacity

To support the growth of its business, OFFSITE needed to expand its data storage capacity. The challenge was to obtain the high performance and high availability necessary while, simultaneously, better controlling costs and ensuring a smooth, easy expansion.

Although OFFSITE could have let inertia lead it to simply upgrade its existing all-flash storage system without considering other alternatives, the firm discovered that Infinidat offered an enterprise-class storage solution that delivered comparable performance, 100% availability and reliability – at a lower cost than the all-flash product from its incumbent vendor.

Flexible Option for Storage with Elastic Pricing

By selecting the Infinidat storage solution expandable up to petabyte scale, OFFSITE was able to achieve a 3:1 cost reduction for expanded storage compared to the previous storage solution, while locking in high performance that even outshines the performance of all-flash arrays. The defining factor is the adoption of Infinidat's elastic pricing and flexible consumption model. This provides IT service providers and enterprises with the opportunity to only pay for the storage they use. It delivers built-in flexibility to scale up when more capacity is needed.

"We were planning to make an expansion purchase of an existing all-flash array, but it cost less to buy the same amount of desired storage from Infinidat than it would have cost for the all-flash array," said a Senior Systems Engineer at OFFSITE. "The Infinidat solution was effectively one third the cost of the all-flash array for the same amount of usable storage, without the need to rely on compression and deduplication."

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Solution Advantages for OFFSITE

INFINIDAT



0% downtime



*40% improvement on
database consistency
checks*



*Synchronous
replication enhances
performance and
bolsters data security*

He added, "Infinidat's methods to purchase are also very flexible. The options are to buy the entire array capacity for a discount, or to pay for a portion up front and then in 10 terabyte increments. They also have a minimum use/lease option."

Benefits of a Layered Storage Approach and Immutable Snapshots

OFFSITE took advantage of Infinidat's layered storage approach, which underscores how Infinidat is able to completely change the economics of data storage for an IT service provider or enterprise. The layered storage approach is based on an architecture that is a fully abstracted set of software-driven storage functions layered on top of very low-cost commodity hardware. By shipping the software with a highly tested hardware reference platform, Infinidat delivers true enterprise-class software-defined storage.

The Chief Technology Officer at OFFSITE said, "I have been very impressed by the performance, cost effectiveness, and management of the system that OFFSITE has in place. The reoccurring meetings we have with Infinidat help keep us up to date on any potential security or stability concerns. Their immutable snapshot functionality has been a great value-add to protect data against ransomware. The ability to do both iSCSI and fiber channel from the same box is not found in many other provider offerings."

Immutable snapshots enable administrators to access or recover all data by quickly restoring a volume to its previous state or restoring specific files from any time in the past. Immutable snapshots cannot be altered or deleted.

"We can now provide our customers with immutable snapshots for ransomware protection," said the OFFSITE Engineer. "We also take advantage of this functionality ourselves internally."

He added, "Infinidat's product is the lowest touch storage array I've ever experienced in my career. Most of the time Infinidat notifies us of any issue before we ever see it. The capabilities with VMware make provisioning or expanding storage take only minutes and can be done directly from the vCenter."

The storage consolidation that Infinidat enables is also an advantage. The company can now fit 4 petabytes in one rack. Besides expanding the footprint, Infinidat allows the business to scale quickly (minutes versus weeks) from 300TB up to 1 petabyte - all while using generally available hardware that is not proprietary.

To learn more about how Infinidat can help your organisation expand or consolidate your data storage, visit infinidat.com.