



Purely Cloud provides highly available, redundant cloud designs that non-disruptively scale to fit clients' performance and capacity requirements.

From high-IOPS environments, including virtual desktop infrastructure (VDI), SQL Server, and server virtualization, to high capacity applications such as Microsoft SharePoint, Exchange, and Dynamics ERP, Purely Cloud provides adaptive performance for all mainstream business applications.

## The Challenges: Simplifying Management, Planning, and troubleshooting While Maintaining QoS

"We've supported over 100 companies since we started a few years ago," said Christopher Wing, President and CEO of Purely Cloud, LLC. "Our clients have been astonished at the performance and our unmatched level of support for their business-critical applications so much that many of them started asking us to also manage their internal IT services. We now manage thousands of seats of Microsoft Office 365, network security, internet service providers (ISPs), desktop deployments, and wireless mesh networks providing great signal strength, reliability, and performance with Facebook WiFi for Business."

Purely Cloud previously used Windows Server 2012 R2 Scale-Out File Server (SOFS) clusters as its storage backend. "That solution worked fine when we only had a few clients and were constrained by budget, but we started growing very rapidly," Wing reported. "We needed to find a more powerful solution that could not only deliver lower latency and faster performance for all of our clients' enterprise applications, but to guarantee it with quality of service (QoS). Management simplicity was also at the top of my list. I knew as we scaled the company, we had to be able to easily train new people, rather than hiring dedicated support for our storage systems. And being a Hyper-V focused shop, Tintri is the only provider that has VM-aware storage."

## The Solution: Tintri VMstore and Tintri Global Center

In addition to evaluating Tintri storage systems, Wing also looked at Pure Storage, Nimble Storage, Nutanix, Tegile, Dell EMC, and NetApp, since he had purchased and/or used those solutions before at other companies. After looking at the vendors' demos, roadmaps, and reviewing the platforms, Wing made the informed decision to purchase two VMstore systems for their high performance, great visibility, and management simplicity.

## The Results: Simplified Administration and Faster Performance

"Our previous storage platform didn't have the single pane of glass management that Tintri Global Center provides," noted Wing. "As a result, we were unable to identify whether the latency a customer was experiencing was due to the storage systems, or to a particular server or disk. That was difficult for our IT team. In contrast, Tintri Global Center shows exactly where any issues are. We were able to determine that the slowness one of our customers was experiencing was at the application program level, not due to the storage, network, or our virtualization hosts. That visibility has saved us countless hours of support time and improved service to our customers."

"The performance we get from VMstore is really accelerating our sales cycle," said Wing. "We regularly go up against the big public cloud providers, including Azure, Amazon Web Services (AWS), and Google Compute Engine (GCE), as well as many smaller direct competitors. VMstore's reliable and solid performance with low latency has helped us close many deals against the big players. The performance difference is readily apparent during bake-offs where we do side-by-side comparisons of two identical environments—one running on Purely Cloud built on VMstore, and the other on any of our competitors—there's a night and day difference in performance. VMstore is much more responsive with no perceivable delay."

## Challenges

- Needed to minimize management overhead
- Complex planning and complex troubleshooting
- Needed application-level visibility, control, insight, and agility

## Solution

- Tintri VMstore
- Tintri Global Center

## Results

- Helped win more deals against larger cloud providers
- Eliminated the need to hire storage specialists
- Increased application performance and lowered latency
- Quality of Service (QoS) and guaranteed service levels
- Improved storage and application visibility, leading to faster troubleshooting



"We also use the Tintri Global Center dashboard and analytics in our sales cycle to demonstrate that we have excellent snapshot and protection policies plus the ability to model both capacity and performance requirements based on up to three years of historical information," Wing added. Basically, we can precisely calculate and account for organic growth and establish application profiles for desktops, SQL servers, etc. By doing this, we conduct what-if analysis to understand the consequences of changes to our virtual footprint. By mining our rich application-level metadata, we make decisions based on the exact behaviors of our clients and predict the future so there is no impact to our growing customer base."

"Supporting our Windows 2012 R2 Scale-Out File Server (SOFS) Cluster environment was always difficult because we had to deal with a lot of different hardware vendors, multiple HBAs, disk enclosures, and servers," explained Wing. "We did rely on Microsoft support for their part of the puzzle, but it's not as good as having one company that owns the entire storage layer. Tintri support has always been very proactive, involving engineering and all of the right people when needed. The other vendors we have dealt with never put in as much time to solve an issue. Tintri does a great job of supporting and listening to its customers."

Both of Purely Cloud's VMstore systems are currently deployed in one data center, but they are planning to move one of the systems to a second location that will have both active production and disaster recovery workloads. "I'd like to create a VMstore disaster recovery as a service (DRaaS) offering, where we can serve as a replication target for our customers' workloads," Wing said. "Moving to VMstore is enabling us to expand our service offerings and increase our customer base. We would've had a much more difficult time competing against the larger cloud providers if we hadn't moved to VMstore."

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*Christopher Wing, President and CEO, Purely Cloud, LLC*

Experience Different! For more information on how Tintri VMstore can turbo-charge your business success through a simple, Intelligent Infrastructure, visit [tintri.com/vmstore](http://tintri.com/vmstore).