

## CASE STUDY

# John I. Haas Keeps Tintri IntelliFlash™ On Tap to Help Provide Beer to the World

# IntelliFlash



For over 100 years, John I. Haas, Inc. has been North America's leading supplier of hops, the plant which serves as a bittering agent for beer. Although a small company, it provides hops to many of the world's biggest breweries as well as many small craft breweries throughout the United States.

## The Challenge: Poor Application Performance

For a company like Haas, which plays a vital role in the supply chain of the world's top beer brands, having a good data storage situation is critical to making sure consumers get to enjoy their favorite beers.

"Having a good data storage situation is extremely important for us. We use many mission-critical applications and databases and need performance to be as smooth and quick as possible," said Nathan Mora, Director of Information Technology at Haas. "If our timeframe lags past a certain point, our entire company suffers, and therefore our customers as well. Our storage system drives everything in our business, and issues were popping up too frequently."

Haas needed a solution that could meet its critical infrastructure needs. Its original setup was not cutting it, nor were the newer SANs they purchased afterwards in hopes of remedying its problems.

"We purchased a few DIY-style systems from some smaller, boutique companies," said Mora. "They didn't offer the support we needed. By mixing our hardware with a software overlay from a different vendor, it meant that we were always in a software-versus-hardware situation, with us stuck in the middle. We kept going around in circles, constantly facing latency and driver issues."

## The Solution: Tintri IntelliFlash

Facing an unsustainable situation, the Haas IT department started looking for a new solution by searching the internet. The company wanted a system that could provide a holistic solution for the company.

"We started looking at other companies and Tintri was almost instantly at the top of our list for performance and customer satisfaction," said Matt Hunter, Systems Administrator at Haas. "I remember reading a thread on a popular system administrator forum asking if IntelliFlash's cost and performance was too good to be true. A lot of the responses from other administrators were saying 'No, IntelliFlash isn't too good to be true—IntelliFlash is as good as it gets.'"

Ultimately, it was Tintri's customers that sealed the deal for them. "We were invited to a customer appreciation dinner at VMworld," said Mora. "Tintri's customers were raving about their systems and experiences. They didn't reference white papers, fact sheets, or presentations. They gave us their real-world experiences, and impressive numbers. Their customers were genuinely selling the product to us. We were blown away, and at that moment, decided to go with IntelliFlash."

In just a few hours, IntelliFlash system was up and running at Haas.

IntelliFlash systems are fully redundant with no single point of failure. All media are dual-ported and accessible through a pair of active-active controllers. Users can also take instantaneous, space-efficient snapshots that can be replicated for disaster recovery. Inline compression and deduplication on SSD and hard disk throughout the system helps significantly reduce storage acquisition and operational costs. Redundant operating system images in a virtual server platform are reduced to a single instance stored in flash. Hundreds of thousands of persistent VDI instances are shrunk down to one single boot image that can launch in seconds.

## Challenges

- Poor application performance
- Extreme latency and driver issues cause negative impact on customer experience.

## Solution

- Tintri IntelliFlash

## Results

- Extremely low latency—never above two milliseconds
- 2.6:1 data reduction
- Substantial year-over-year cost savings



## The Results: Extremely Low Latency, High Data Reduction Rates, and Substantial Cost Savings

Since installing its IntelliFlash system, Haas has yet to encounter any latency issues. "Our experience has been nothing but phenomenal, to be honest. We rarely see latency go over two milliseconds, which is unbelievable," said Hunter.

Haas' deduplication and compression rates have been so impressive that Haas is now considering purchasing another system to run its VDI. "We currently have a rate of 2.6:1, which is quite solid," said Hunter. "We know that if we end up running a VDI, the rate will be insanely high. We're going to run a proof of concept and hopefully massively improve our virtual infrastructure."

Haas will also be adding hybrid expansion shelves to its all-flash systems, and will continue to increase its cost savings by purchasing. "IntelliFlash has maximized potential by lessening our year-over-year capital expenditure. We no longer have to purchase new systems every year to get a ton of expansion," said Mora. "We're able to allocate a lot more money to other parts of our budget, thanks to these huge cost savings."

In the meantime, the Haas IT department can catch up on all the sleep they lost with its prior vendors. "The amount of visibility and insight we can get into our storage performance with IntelliCare is impressive. If something goes wrong, we will always see it in a log, and we're always confident that the Tintri team will help us fix it," says Mora. "We don't have to stay up all night worrying about latency or a system randomly shutting off anymore. IntelliCare is our security blanket."

"The bottom line is this: we need top performance from our storage systems in order to make sure that we do our contribution and provide beer to the world. IntelliFlash does that for us and more."

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*Nathan Mora, Director of Information Technology, John I. Haas*

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