

## CASE STUDY

# ITA Group Recognizes Tintri IntelliFlash™ as a Superior Upgrade

# IntelliFlash



A leader in events, incentives, and recognition programs, ITA Group works with companies of all sizes in all industries to motivate their employees to achieve better results and greater success. Based in West Des Moines, Iowa, ITA Group employs more than 500 people in regional offices across the country to help its clients ignite passion, purpose, and potential in their people. Believing in the tenets of financial integrity, operational quality, and

efficiency, ITA Group leverages technological innovation to ensure a fully configurable approach to support its clients' businesses. This approach enables ITA Group to help companies overcome the roadblocks to their success by increasing sales and market share, customer satisfaction, product and brand awareness, sales training, and employee motivation and retention.

## The Challenge: Expanding Storage Capacity and Capabilities without Breaking the Bank

ITA Group began experiencing performance and growth concerns with its existing legacy infrastructure. With nearly 500 VMs and another 200 planned for the near future, ITA Group needed a solution that could minimize the impact of replicated and duplicated data and system disks within its highly virtualized VMware View environment.

The company engaged the vendor about adding disk space and the suggested upgrades proved to be "truly expensive." For the quoted price, ITA Group discovered it could implement new hybrid systems rather than just expand capacity of its existing storage.

## The Solution: Tintri IntelliFlash

ITA Group reached out to several vendors, including Tintri, for what was described as an "in-house bake off." Meeting ITA Group's requirements of two storage devices with 30TB of usable disk space, all three companies' products hit the desired 90,000 IOPS, but only IntelliFlash provided real-time deduplication and compression to offer additional disk savings that would stave off further hardware refreshes in the near future.

"The biggest thing we saw was IntelliFlash's data reduction," said Todd Volz, Network Engineer at ITA Group. "The cost saving from that was close to the price of upgrading the legacy solution. IntelliFlash allowed us to come in under budget compared to the storage upgrade, which our managers really liked."

ITA Group reduced their disk space by 60% by leveraging IntelliFlash's real-time data deduplication and compression. "We have a fairly large number of virtual machines in our environment," said Volz. "Each of our devices supports about 240 VMs. That's a lot of system disks and things like that, which are replicated and duplicated against every single virtual machine. IntelliFlash's deduplication and compression is very good and we've seen some really big savings that way."

## The Results: Tintri IntelliFlash Now Powers VDI and Databases

ITA Group has implemented IntelliFlash in two data centers in separate locations for high availability and disaster recovery purposes, using IntelliFlash's built-in replication feature to copy data between controllers.

Volz said that he likes IntelliFlash's reporting functionality, with an easy-to-use dashboard that provides real-time information about his system. The reporting tools let him know how much disk space is being consumed and the I/O load based on protocol, which Volz said is helpful because they utilize multiple protocols.

## Challenges

- High performance requirements and capacity sprawl driving storage costs out of control
- Needed to minimize the impact of replicated and duplicated data and system disks within a highly virtualized environment

## Solution

- Tintri IntelliFlash

## Results

- 60% data reduction rate
- High performance delivered to 500+ concurrently running VM's, VDI, SQL server and Exchange server workloads



# Tintri

Intelligent Infrastructure

In addition to expanding the VDI load of the system to accommodate another 200 or so VMs in the near future, ITA Group has also expanded the use of the IntelliFlash system beyond virtualization. The company is also testing some of its SQL and Exchange databases on the systems.

“With how we have budgeting—how we have to depreciate our other equipment—I don’t expect to move too many other workloads over to it, but we don’t expect IntelliFlash couldn’t handle it,” said Volz. “In fact, I’m very impressed with Tintri’s customer support. We had an issue come up during our proof-of-concept testing that impacted our workload and how they handled it... I couldn’t expect anything better. They are extremely responsive.”

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*Todd Volz, Network Engineer at ITA Group*

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).