Whipcord Upgrades to Tintri VMstore™

VMstore

Whipcord is a Canadian technology services provider that offers a wide range of enterprise-grade colocation, continuity, cloud, and network services from its Tier 3-designed data center facilities in Southern Alberta.

The Challenge: Mixed Workloads Competing for I/O on Aging Storage System

Whipcord provides a wide range of enterprise-grade solutions including colocation, continuity, BaaS, DRaaS, Multi-Tenant Private Cloud, and network services from its Tier 3 designed data center facilities. "All multi-tenant service providers face the issue of noisy neighbors, or the 'I/O blender' effect, where mixed workloads compete for I/O. Performance was on par with industry average with our previous IT solution and we lacked the analytics to troubleshoot issues," noted Dan Hamilton, VP of Technology at Whipcord,

Whipcord had been relying on an aging legacy storage environment that had been virtualized using VMware vSphere.

The Solution: Tintri VMstore T850

"Our solution was to deploy multiple Tintri VMstore T850 system for all customers and deploy Tintri Global Center for complete visibility across Whipcord's national network.

"Tintri VMstore loves multi-tenant environments. It feels like it was designed specifically for service providers." noted Dan Hamilton, VP of Technology at Whipcord, "It was important for us to road-map and research storage technologies. We wanted a solution that would provide value dual value; a system that is intelligent and allows my team to analyze and understand the customer experience, along with a competitive advantage that would exceed customer expectations. I knew that we had found the ideal solution when we came across VMstore." Mike Stechyshyn, Director of Business Development, leads the sales team and manages partner relationships, "Our customers are our focus. We find solutions that are right for them and we continually endeavor to improve."

As part of Whipcord's plan to provide superior performance to their clientele Whipcord recently acquired Tintri VMstore T850 systems for locations in Lethbridge, Toronto, and Vancouver; Tintri Global Center, and VMware vSphere.

"VMstore was built from the ground up for virtualization, not retrofitted like other vendors' solutions where VMware is just one of the many use cases. LUNs have no place in a virtual environment any more. It's an obsolete methodology. With VMstore there are no more LUNS, everything is managed per VM."

The Result: VM-Level Visibility and Simplicity of Management

The difference between standard infrastructure and Intelligent Infrastructure was evident to Whipcord from the start. "VMware's storage performance metrics are fairly limited," explained Hamilton, "so we had little insight into how individual VMs were performing. With its per-VM level of visibility, VMstore enables us to eliminate the 'competing I/O' problem. We were never able to offer SLAs at the VM level before because we couldn't guarantee performance on a particular VM. With VMstore we can now offer a variety of service levels to our customer base."

"We run with a lean operations team so the less time our admins spend on storage the better. With Tintri Global Center we obtained a 75% reduction in administrative overhead, which translates to about $100k savings per year. Our admins are now able to focus on other more strategic tasks," he added.

Challenges

- I/O Blender effect where mixed workloads compete for I/O
- Lacked the analytics to troubleshoot issues

Solution

- Tintri VMstore
- Tintri Global Center

Results

- 75% reduction in administrative overhead
- Increased customer retention
- Per-VM level visibility eliminated 'competing I/O' problem

Tintri
Intelligent Infrastructure

"Cloud computing is becoming a commodity, but with Tintri VMstore we now offer clients a true differentiator. By enabling us to solve the noisy neighbor problem, one of the biggest concerns about moving to the cloud, VMstore is helping us win and retain business. Additionally, in client benchmark after benchmark we are being told our Cloud outperforms the competitors," noted Stechyshyn.

"Tintri VMstore loves multi-tenant environments. It feels like it was designed specifically for service providers."

Dan Hamilton, VP of Technology, Whipcord

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

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