Nexinto Selects Tintri VMstore™ as Ideal Storage Solution for its Multi-Cloud Strategy

VMstore

Hamburg-based Nexinto manages approximately 20% of the entire German e-commerce market from its two data centers, including the operations of some of Germany's largest online retailers. The company provides customer-specific managed environments and services for IT, including: virtualization, digital workplaces, cyber-security, business intelligence, and the Internet of Things (IoT).

The Challenge: Looking at the Future – Getting Ready for the Multi-Cloud

In addition to being one of the leading providers of customer-specific IT services, Nexinto also hosts customer platforms with varying requirements. The company plans, builds, and manages complex IT infrastructures – from its own data centers, directly from customer environments or from within the public cloud. As a result, Nexinto is at the forefront of cloud development, and is uniquely positioned within the market to observe how the cloud is being adopted in various use cases.

Philip Reisberger, Chief Strategy Officer at Nexinto, explains: "The infrastructure of the future is driven by software, offering full flexibility. In general, we don't talk about infrastructure any more as that is an approach that is too inflexible. The term 'hybrid cloud' is also too small to describe how cloud technologies are used today. The 'multi-cloud' is already a reality for customers with use cases that include all cloud concepts and aim to get the best possible solution for every scenario. However, this multi-cloud approach requires new technology on all levels to work effectively."

As the market shifts to a multi-cloud environment, Nexinto is seeking to improve its offering at all levels and provide the best possible technology to customers. The key to enabling a successful multi-cloud approach is by offering a high degree of flexibility on all levels, something that is made possible with intelligent infrastructure.

After more than 30 years in business as one of the most successful IT providers in Germany, Nexinto had built up a standard infrastructure environment that included several big parallel systems from established storage vendors. However, the existing environment did not suit the organization's ambition to implement a multi-cloud strategy, so Nexinto began to search for a more intelligent and forward-thinking infrastructure approach.

The Solution: An Evolution in Storage That Enables Cloud Technologies

"When we look at how systems have evolved generally, not just storage, we see that all areas of the data center have changed," explains Tobias Reisberger, Nexinto's Chief Digital Officer. "For storage, we wanted to steer clear from the approach of needing a specific solution for every use case, to one that could cover many use cases from customers with varying objectives and strategies."

Bearing in mind that Nexinto needed to address storage sooner or later, Andre Neumann, Director Supplier Management & Data Privacy at Nexinto, met with Tintri at just the right time: "We met Tintri at an industry event in 2016 and its VMstore feature set had us immediately interested. We continued the conversation over the next couple of months and ultimately came to the conclusion that we firmly believed in Tintri's new approach and its vision from a technical point of view. VMstore's approach is another evolutionary level of storage that will put us in a position to evolve even further, help us achieve our future goals and it fits ideally into our multi-cloud strategy."

Challenges

• Nexinto's existing storage did not align with its requirement to develop a multi-cloud strategy. It sought a flexible solution that was more software-driven and supported an intelligent and forward-thinking storage approach

Solution

• Tintri VMstore T800 series hybrid systems

Results

• Now possible to guarantee QoS to its customers for all virtualized workloads

• Full visibility into all workloads and greater value from insights

• Simplified storage management frees resources for important projects

• API integration further enhances automation and resource optimization

Tintri
Intelligent Infrastructure

To test the solution thoroughly, Nexinto made several Proofs of Concept (PoC) with hybrid and all-flash systems and tested the hardware and software in detail, as well as the attached support processes. Neumann sums up: "After testing the solution, we were convinced that the software architecture and Tintri's overall competency would be the right fit for us."

Nexinto initially deployed two Tintri VMstore T880 hybrid systems as the basis for its public cloud offering and internal virtualized workloads. As a next step, Nexinto plans to start offering services enabled by Tintri's technology and then to increase the VMstore footprint for its shared environment step by step, and also include VMstore within new managed customer projects.

The Results: Guaranteed QoS, Enhanced Automation and Resource Optimization

Tintri gives Nexinto full flexibility to use the ideal VMstore for whatever project or customer needs it might have - all-flash or hybrid systems of any capacity. One of the biggest advantages Nexinto can now leverage is the possibility to guarantee QoS for all virtualized workloads.

Andre Neumann: "We have always guaranteed SLAs to our customers, but offering them on the VMstore platform enables us to prove them to customers in a very transparent way. SLAs have always been part of our work, but with VMstore and the possibilities the QoS feature offers us, including full visibility into all workloads, we can generate value out of these insights. In that sense, VMstore's QoS feature is an evolutionary step to guarantee SLAs."

Since VMstore's architecture makes the management of virtualized workloads on the storage level so much easier, Nexinto can now use its resources to work on more important projects than managing storage. Tobias Reisberger adds: "Since VMstore is so easy to manage, even for non-experts, storage admins that previously had to use a lot of specialized knowledge to administer storage now have much more time to think about higher-ranking issues than managing storage LUNs. This makes those highly skilled specialists even more valuable to our organization."

Another big advantage to using VMstore is its clean API, which makes it ideal for working with Nexinto's existing automation platform, providing automatic storage provisioning, and freeing up even more storage admin time.

Building a Successful Partnership – One Tintri VMstore at a Time

Working together in a true partnership is one of Nexinto's core values and it tries to identify vendors that can live up to that goal.

Tobias Reisberger: "We looked at Tintri very thoroughly, not only from a technological perspective but it was imperative that we could work in a true partnership. The decision to work together matured over quite a long time, and during that time Tintri demonstrated that it could even build special features into the VMstore product in a short time. Our team can now use quotas as a basis for automation and billing, which was not possible before. We are also looking at hosting some of Tintri's cloud services in Germany, including Tintri Analytics, as they will be easier to market towards local customers wary about the public cloud."

By simplifying storage management, providing full insight into all workloads and enabling Nexinto to offer new services, VMstore adds a key component to an enterprise multi-cloud strategy. Nexinto is also in a position to offer state of the art services to customers – with the flexibility to be used in any cloud environment and with any hypervisor.

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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