Marketing Innovators

Introduction

This case study of Marketing Innovators is based on a May 2016 survey of HPE SimpliVity Hyperconverged Infrastructure customers by TechValidate, a 3rd-party research service.

“We were able to execute a data migration with near-zero downtime and drastically reduce our datacenter co-location costs and infrastructure complexity by eliminating 6 full racks worth of legacy equipment.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HPE SimpliVity Hyperconverged Infrastructure:

- Purchased HPE SimpliVity as a result of a data center migration or consolidation initiative.
- Prior to deploying HPE SimpliVity, they found the management of multiple solutions and vendors to be a burden.

Use Case

The key features and functionalities of HPE SimpliVity Hyperconverged Infrastructure that the surveyed company uses:

- Uses HPE SimpliVity in the following ways:
  - Infrastructure modernization / technology refresh
  - Production applications
- Runs the following types of applications on HPE SimpliVity:
  - Microsoft SQL Server
  - Microsoft SharePoint
  - Industry-specific application (e.g., 911 system, healthcare application, legal case management, CAD/CAM, etc.)
  - E-Commerce

Results

The surveyed company achieved the following results with HPE SimpliVity Hyperconverged Infrastructure:

- Improved performance by greater than 75% with HPE SimpliVity.
- Realized a capacity savings of up to 50:1 with HPE SimpliVity.
- Deployed new workloads, including allocating compute and storage resources, and configuring data protection policies, in the following amount of time:
  - After HPE SimpliVity: up to 1 day
  - Before HPE SimpliVity: 1 day – 1 week
- Realized value in 1 week after the deployment of HPE SimpliVity.
- Ranks the value of the following HPE SimpliVity features:
  - Hyperconverged appliance: extremely valuable
  - VM-centric management via vCenter: highly valuable
  - Inline dedupe, compression: extremely valuable

Source: Shane Ladd, Senior System Administrator, Marketing Innovators

Research by TechValidate