colohouse

About Customer

Colohouse provides a digital foundation that connects its customers with impactful technology solutions and services. Its managed data center and cloud infrastructure services, paired with key edge locations and reliable connectivity, allow Colohouse customers to confidently scale their applications and data while optimizing for cost, performance, and security.
www.colohouse.com

Geo

North America

Industry

Service Provider

Solution Area

Enable Multi-Cloud
Modernize Data Protection

Pure Storage® Products in Use

Evergreen//One™
FlashArray™
Pure1®

Colohouse Builds a Scalable Storage Service Platform

Colohouse has given its clients confidence in their IT infrastructure through its stable, reliable, and highly available services. As a service provider, it must be incredibly nimble, adapting storage performance to fast-changing customer workloads while keeping its costs in check.

Following the strategic acquisition of six new companies to build a hybrid cloud platform, Colohouse unified its storage environment on Pure Storage. The flexibility of the Evergreen//One subscription model allows Colohouse to better align storage capacity to its customers' data workload requirements while delivering unparalleled speed, reliability, and data protection.

A Defining Moment For Cloud Customers

From cybersecurity firms to TV networks, staying connected is mission critical for Colohouse's clients. Colohouse supports them with 24/7 provisioning, tight maintenance windows, and a stable

"The Pure Evergreen// One subscription is a game-changer, allowing us to scale our capacity up and down without sacrificing speed, reliability, or availability. We also get support and oversight directly from Pure, which improves our ability to support critical storage operations, and ensure optimal health and performance of the storage infrastructure our customers rely on."

SCOTT FUHRIMAN,
CHIEF TECHNOLOGY OFFICER, COLOHOUSE

Impact on Colohouse

Built an agile cloud services storage portfolio to grow its services

Provide customers with enterprise grade performance and data protection capabilities

Cut costs by paying only for the storage needed with the flexibility to scale

Challenges

Managing five different storage products had become a logistical and technical nightmare

Customers want fast data recovery in the event of ransomware, human error

Unpredictable workloads led to fluctuating capacity demands

Results

Unifies storage across storage service portfolio

Provides performant and cost-optimized storage to meet customer workload and recovery demands

Improves management of capacity to demand with a consumption-based model

and secure infrastructure. Performant storage is integral to that mission, both for production workloads and for data and system recovery.

With clients adopting more cloud applications and handling larger data volumes, Colohouse went on an acquisition spree to build a next-generation cloud services portfolio and grow into new markets. Having used Pure Storage FlashArray in his previous organization, Interim CFO/CRO Kyle Verzello played a pivotal role in selecting Pure Storage as Colohouse's unified storage platform.

A Partnership Built To Scale

Colohouse was managing five different spinning disk storage solutions that were costly, inefficient, and reaching end-of-life. In parallel, Colohouse serves hundreds of clients with variable IT workloads that require a more agile storage infrastructure.

To gain more visibility, agility, performance, control, and financial flexibility, Colohouse began consuming storage as a service via Evergreen//One enabling it to scale capacity on the fly to meet fluctuating client demands. Supported by FlashArray for its tier one applications, Colohouse can also upgrade its systems and run the latest firmware with no disruption to its services.

"The Pure Evergreen//One subscription is a game-changer, allowing us to scale our capacity up and down without sacrificing speed, reliability, or availability," says Chief Technology Officer Scott Fuhriman. "We also get support and oversight directly from Pure, which improves our ability to support critical storage operations and ensure optimal health and performance of the storage infrastructure our customers rely on."

Pure Storage also helped Colohouse address the disconnect between backups and recovery. "Customers purchase backup services but what they expect is recovery," says Verzello. "Spinning disks are cost-effective, but when your underlying technology is slow, recovery times can quickly snowball from hours to weeks."

With Pure Storage, Colohouse eliminated common bottlenecks in its recovery operations and can get its customers' data and systems back online faster than ever.

A True Hybrid Cloud Platform

Finally, Pure1 gives Colohouse a central view of all its storage environments across geographies. It can now optimize its services to every client's budget, performance, and security requirements in a single environment.

"Pure is a true partner to our organization," says Fuhriman, "helping to drive our cloud transformation from day one, and that of our customers'."

purestorage.com

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Uncomplicate Data Storage, Forever

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