Flash Storage Pays Big Dividends for Frost Bank

100%
Uptime with non-disruptive upgrades that eliminate data migrations

3:1
Data reduction and 84% shorter backup times for data warehouse

Simplified management with fast provisioning and data replication in seconds

> "For someone who's been through a lot of storage migrations, the non-disruptive upgrades are my favorite thing about Pure Storage."

DAVID COINDREAU,
SVP, MANAGER OF IT INFRASTRUCTURE, FROST BANK

Frost Bank standardized on Pure Storage® for all its business-critical workloads, enjoying 100% uptime, non-disruptive upgrades, faster backups, and the elimination of costly forklift upgrades thanks to the Pure Evergreen™ Storage program.

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IT Built for Reliability and Security

When the risk-adverse world of banking intersects with the fast-changing world of information technology, friction can occur. David Coindreau, SVP, Manager of IT Infrastructure at Frost Bank, believes that rock-solid reliability is the key to creating an IT environment that can handle all demands.

Frost Bank is the banking, investment, and insurance subsidiary of Cullen/Frost Bankers. It operates more than 130 branches and 1,200 ATMs throughout Texas, serving both individuals and businesses. When the company's legacy Hitachi storage system reached end of life, Coindreau and his colleagues began studying alternatives.

"Pure Storage stood out for its knowledgeable staff who could speak to every business and technical issue raised by our team," says Coindreau. "There seemed a perfect culture fit between Pure and Frost."

After a successful proof of concept, Frost purchased its first Pure Storage FlashArray unit. Today, Coindreau oversees an IT shop with eight FlashArray™ units and three FlashBlade™ systems, with many mission-critical applications running on the Pure Storage platform.

"Moving to Pure Storage is one of the best decisions we made," says Coindreau.

> **❝ It was obvious right away that with Pure we achieved significant data reduction. It meant we got more from our storage than we expected, so we won't have to buy as much in the future."**
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> **DAVID COINDREAU,**
> **SVP, MANAGER OF IT INFRASTRUCTURE, FROST BANK**

Subscribing to Strong Availability and Management

One of the biggest reasons why Coindreau chose Pure was the Evergreen subscription model, which delivers non-disruptive upgrades that free Frost from complex, expensive forklift updates and data migrations every three to five years.

"For someone who's been through a lot of storage migrations, the non-disruptive upgrades are my favorite thing about Pure Storage," says Coindreau. "Instead of facing a nine-month upgrade project, Pure Storage sends an engineer on-site for four hours and you're done. It's hard to overstate how valuable that is."

Frost now sees 100% uptime on the Pure Storage platform, including during software and controller upgrades. Provisioning and management are also fast and easy. Real-time and historic data are available with a click, while replication turns from a long, complicated process into something that takes a matter of seconds with Pure.

Coindreau particularly appreciates the built-in deduplication and data compression features. "The moment where Pure really stood out to me came when we migrated our VMware environment onto Pure. It was obvious right away that with Pure we achieved significant data reduction. It meant we got more from our storage than we expected, so we won't have to buy as much in the future."

Diverse Workloads on One Storage Platform

Most business-critical applications run on the Pure Storage platform, including an in-house developed e-commerce suite, proprietary applications for bank tellers and ATMs, back-end transaction processing, PostgreSQL, Oracle and SQL Server databases, and Microsoft Exchange.

The platform also supports a fast-growing Splunk environment for log collection and analysis. It collects logs from virtually every piece of equipment at Frost, ingesting around 600GB of data per day, but still achieves high speeds with answers to inquiries returned in seconds.

"We're very impressed by the Pure's ability to handle all these diverse workloads with no hit on performance or any management overhead," Coindreau says.

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Keeping Data Safe and Available

The Pure Storage platform delivers unprecedented performance, scalability, and flexibility that not only accelerates business applications, but also supports fast backup and restoration to improve data availability and protect from loss. Frost uses Rubrik for data management and backup with archive data stored on FlashBlade. During benchmark tests, Coindreau found that he could restore 5 to 6GB files from the Pure Storage platform even faster than restoring directly from Rubrik.

The bank also has seen major improvements with its data warehouse procedures. "Compared to solutions from our data warehouse provider, we achieved 3:1 data reduction and reduced backup times for 30TB of data from 16 hours to just 2.5 hours with Pure," says Tony Garza, Vice President, Server and Storage Manager at Frost Bank. "Restore speeds are fast, too."

Storage Frost can Rely On

Coindreau compares the dependability of Pure Storage to a utility service. "As more things get added to our plate, we need solutions that don't require a lot of care and feeding. Pure demands very little of our time. It's always there and always works."

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TONY GARZA, VICE PRESIDENT, SERVER AND STORAGE MANAGER, FROST BANK

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