Unlocking VMware's Full Potential

Virtualization success stories
with the Pure Storage platform.
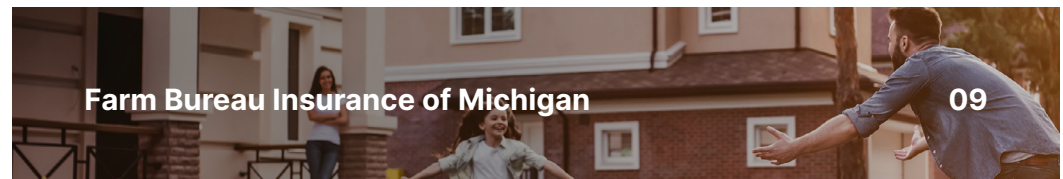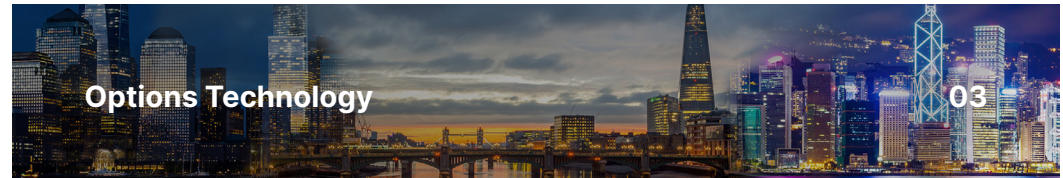
PURESTORAGE®

Why Storage Matters

Learn how organizations are supercharging VMware-based applications with the Pure Storage platform.

If you're uncertain about the future of your virtualization strategy, you're not alone. According to Gartner®, Inc., "through 2028, disruptions in the server virtualization market will result in more than 60% of enterprises accelerating their public cloud migrations and exploring re-virtualization of virtual workloads" (Gartner® Inc, Predicts 2024: Mind the Gap Between Infrastructure and Infrastructure Platforms, 17 October 2023).

One of the best ways to optimize your VMware environment is to pair it with the right storage platform. Disaggregating storage from a full-stack or hyperconverged solution and consolidating on the right storage platform can help you stabilize your environment, make your budget more predictable, and ultimately expand your options for the future.

Pure Storage® has a long history of investing in technology to help you optimize and manage your VMware environment. Explore the following case studies to learn how IT leaders like you are achieving virtualization stability with Pure Storage.

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Options Technology
Fast Tracks
Financial Services

Global financial powerhouses rely on Options Technology to support their IT operations and ecosystems. As a managed service provider (MSP), Options sets itself apart by focusing intensely on technology to drive value. In the high-stakes financial market, better returns depend on faster performance and deeper data insights.

options

"With vVols on Pure Storage we can move seamlessly between our physical and virtual infrastructure, and database restores that used to take six hours are done in six minutes."

JAMES LAMING
VP GLOBAL HEAD OF INFRASTRUCTURE,
OPTIONS TECHNOLOGY

Unmatched Performance with Low-latency Block Storage

FlashArray//X™ supports file storage and enterprise databases like SQL Server and Oracle. Nightly batch reports run in one-third less time, and storage support tickets have fallen by 95%. "Where we need even higher throughput for massive databases and data pipeline caching, we rely on FlashArray//XL," adds Laming.

Options taps the high-capacity storage capabilities of FlashArray//C to meet archival compliance standards. "With FlashArray//C™, we can store up to 10 petabytes of data in less than a single rack, resulting in substantial savings on space, power, and cooling fees, supporting our sustainability initiatives," said Laming.

In addition, the company's entire virtual server infrastructure runs on FlashArray™ systems and VMware vSphere Virtual Volumes (vVols). "With vVols on Pure Storage we can move seamlessly between our physical and virtual infrastructure, and database restores that used to take six hours are done in six minutes," says Laming.

Read more about Pure Storage and Options Technology

Results

New data platform cuts job run times by 54%, frees analyst time up to 50%.

Eliminates expensive, disruptive upgrade cycles and 95% of support tickets.

Restores snapshots nightly and protects cloud-native environments.

Getting Ahead
of the Holiday Rush

Founded in 1934 as a direct marketer of personalized Christmas cards, Silver Star Brands has become one of America's largest direct marketers of gifts and household products. Popular catalogs such as Miles Kimball and Walter Drake help drive the company's sales, which peak during the holiday season.

By refreshing its infrastructure with VMware vSphere Virtual Volumes (vVols) on Pure Storage, Silver Star Brands simplified management to keep systems running reliably, especially during the holidays.

✦Silver Star
B R A N D S

"Our experience with Pure Storage and VMware vVols has been awesome! It gets us out of the business of managing storage so we can focus on supporting our catalog business."

WILLIAM (BILL) VAN AACKEN,
SENIOR IT INFRASTRUCTURE ENGINEER,
SILVER STAR BRANDS

Silver Star Brands runs its business-critical ERP system on VMware virtual machines (VMs). The aging infrastructure struggled to keep up with high order volumes during the holidays. High disk latencies led to performance issues, and capacity was nearly maxed out. The company's three infrastructure engineers were constantly modifying LUNs to ensure each VM had enough capacity and bandwidth. This took valuable time away from other projects. Plus, recovering lost or corrupted VMs from nightly backups could take days, depending on how much data needed to be restored. To maximize holiday revenue and avoid disruption, Silver Star Brands needed new hardware and a new approach to storage management.

Pure Storage Keeps the Catalog Business Going Strong

Silver Star Brands adopted VMware vVols on Pure Storage to breathe new life into its ERP system. Each VM gets its own high-performance flash storage volume, with greater operational efficiency behind the scenes. The team can take zero-impact snapshots at the level of VMs, arrays, and SAN protection groups—and recovering VMs is easier and faster as vVols does not require an additional file system layer.

"Our previous storage did not support VMware vVols. Moving to Pure Storage aligns us with VMware's future direction, and it's so simple and easy to configure," says Bill Van Aacken, senior IT infrastructure engineer at Silver Star Brands. "For us, there's no going back."

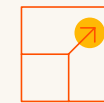**Read more about Pure Storage and Silver Star Brands**

Results

Lower latency on Pure Storage improves ERP performance.

Easy management and 5.7:1 compression rates save time and money.

vVols enabled 1:1 relationships for VMs and their storage volumes, improving capacity efficiency and manageability.

Creating a Memorable Peak-season Shopping Experience

From the right shade of lipstick to the perfect evening scent, Beauty Success has long been a mainstay for discerning French consumers. Although business is buoyant throughout the year, the retailer relies on end-of-year holiday trading to meet its revenue targets.

🌸 **BEAUTY SUCCESS**
Une histoire de **famille** & de **beauté** depuis 1995

"Pure's use of virtual volumes [vVols] means I now have a single virtual storage space for all my virtual machines, which is a real asset. That enables my team to spend less time on storage administration and more on business applications."

EDOUARD JUGIE,
TECHNICAL MANAGER, BEAUTY SUCCESS

To help ensure the uptime and performances of its IT infrastructure during peak season—and to create the best possible shopping experience for its customers—Technical Manager Edouard Jugie sought a new data storage solution. In Pure Storage he found a compelling mix of performance, capacity, availability, features, and proven flash technology—everything required to meet the company's growth aspirations.

Business Value Beyond Performance and Capacity

After considering several options, Edouard chose Pure Storage FlashArray. His choice was seconded by SolutionData, Beauty Success's long-time data-integration partner. "Pure's use of virtual volumes [vVols] means I now have a single virtual storage space for all my virtual machines, which is a real asset," says Edouard. "That enables my team to spend less time on storage administration and more on business applications."

Eduard appreciates Pure's Evergreen® Storage subscription model, which supports the durability of the equipment in line with his team's desire to make its IT infrastructure last beyond the traditional five years. And he relies on the partnership of trust that has developed between the Beauty Success and Pure Storage teams.

[**Read more about Pure Storage and Beauty Success**]

Results

3x faster data processing.

Near 100% IT infrastructure availability supports holiday-season uptime.

66% reduction in backup time improves operational efficiency.

Insurance Firm Underwrites Digital Transformation

Farm Bureau Insurance of Michigan was founded in 1949 by farmers who wanted an insurance company that worked as hard as they did, gave honest service, and cared about Michigan's future. Today, Farm Bureau Insurance of Michigan works hard to uphold those original values while driving digital transformation. With VMware vSphere Virtual Volumes (vVols) on Pure Storage, Farm Bureau Insurance of Michigan is accelerating its migration to a modern insurance platform.

FARM BUREA INSURANCE

"We're moving everything to vVols on Pure Storage because it's just so much easier to manage. You don't need to be a storage admin."

JULIE ULRICH,
SYSTEMS ENGINEER, FARM BUREAU INSURANCE OF MICHIGAN

IT Juggles Storage Performance and Rapid Growth

Farm Bureau Insurance of Michigan relies on agents to sell policies, who in turn rely on a VMware Horizon virtual desktop infrastructure (VDI) to do their work. But agents faced application delays, caused by a hybrid storage array that couldn't scale to match business growth. Moreover, nightly batch processes were starting to encroach on business hours. Snapshots sometimes caused applications and databases to lock up. Recovery times were slow, and the IT team's annual disaster recovery test, covering 250 critical VMs, was more challenging each year.

Modern Insurance Applications Need Modern Storage Solutions

Farm Bureau Insurance adopted a Pure Storage FlashArray and vVols solution to help modernize its insurance applications, deliver reliable performance to employees, and simplify operations behind the scenes. With storage policy-based management (SPBM) at the VM level, systems engineer Julie Ulrich can accommodate growing data volumes for both legacy and new application workloads—keeping test/dev cycles from affecting the production environment. High performance, low latency, and zero-impact snapshots enabled by Pure Storage FlashArray systems have accelerated nightly batch processes and cut recovery times in half. Plus, Pure's integration with vVols simplifies storage operations and makes it easier to troubleshoot servers with volume-specific performance metrics. "The insurance business changes quickly, and there's always more data," says Julie. "vVols on Pure Storage makes it easier for us to adapt and grow."

Read more about Pure Storage and Farm Bureau Insurance of Michigan

Results

Cuts recovery time 50%, improving business continuity and simplifying DR testing.

Enables snapshots in 10 seconds vs. six minutes, minimizing impact on business users.

Boosts agent productivity with faster batch processes for core applications.

Hôpital Montfort Cures its Storage Woes

As Ontario's only francophone academic hospital, and one of few outside of Quebec, Montfort plays a unique role in the delivery of high-quality healthcare services. This level of care requires enterprise-grade storage—but the hospital's legacy infrastructure was simply not up to the task and was a burden for the small IT team to manage, upgrade, and maintain. Montfort invested in a cost-effective, high-performing, unified block and file storage platform from Pure Storage. Now, it can keep critical clinical and administrative systems running without the need for extensive or disruptive forklift upgrades.

"We want our staff and care providers to focus on patients, not the stability and reliability of our systems. Pure enabled us to re-establish trust so that our teams can deliver exemplary care."

PATRICK LAMARCHE,
SYSTEMS ADMINISTRATOR,
MONTFORT

Powering a Health Hub

Unified block and file storage from Pure Storage supports nearly every aspect of Montfort's operations. Built on FlashStack from Pure Storage and Cisco, the pre-validated solution meant that Montfort was up and running within a day.

All VMware workloads sit on Pure Storage FlashArray//X, including virtual machines (VM) running clinical and administrative services, and IT services such as Wi-Fi firewalls. FlashArray//X also supports file shares and VMware Horizon virtual desktop infrastructure (VDI), which can have up to 300 active sessions running concurrently at any given time.

"Since implementing Pure, performance has gone through the roof," says Deschatelets. "The technology is so easy to use. We migrated block workloads from our old array to a new one in less than a week. With our previous storage, this would have taken months."

Driving Excellence in Patient Care

A single window into the environment via Pure1®—Pure's AI-powered management tool—and no more disruptive forklift upgrades thanks to the Pure Storage non-disruptive architecture and Evergreen//Forever™ subscription reduced the team's workload by 50%. This frees them to assist clinical teams with their application needs. In addition, Pure takes up a fraction of the footprint, contributing to significant power and cooling savings in the data center—and to the public hospital.

Read more about Pure Storage and Montfort

Results

99% less time to restore virtual machines—from 10 hours to 2 minutes.

Completed migration of block workloads in a single week, versus months.

Eliminates downtime and improves performance of diagnostic imagery.

Conclusion

Now that you've seen how Pure Storage and VMware can transform virtualization strategies across industries, it's time to experience the difference for yourself.

Don't settle for the status quo—take control of your virtualization future with a solution that offers stability, flexibility, and choice.

Get hands-on with a free test drive of Pure Storage and see how easy it is to optimize and future-proof your VMware environment.

Test Drive VMware on Pure Storage today for free!

purestorage.com

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