



## Accelerating DevOps for Business Growth

A global E-Commerce operation gains speed and flexibility for better business results.

### Summary

Isagenix is a rapidly growing provider of products for healthy living. Their challenge was keeping pace with business growth. They needed to gain faster and more flexible access to production data for applications development, Business Intelligence (BI) and more. To facilitate rapid, advanced production data access, Isagenix selected Actifio. The result is faster data execution and improved business results with reduced infrastructure and operating costs.

### Organization Overview

Established in 2002, Isagenix provides systems for weight loss, energy, performance, and healthy aging. With more than 570,000 members worldwide they produce 100 products, packs, and systems for healthy living. The company operates internationally from an E-commerce platform and is committed to positive impacts on physical, mental and emotional health. Isagenix is privately owned and headquartered in Gilbert Arizona.

### The Challenge

As a global health and wellness company operating in 13 countries, Isagenix was enjoying double digit revenue growth annually. Their challenge was consistently keeping pace. In particular, they needed to build and launch new applications faster. They wanted to improve and accelerate DevOps for



### Key Facts

**WHO:** Isagenix, a global provider of products for healthy living

**CHALLENGES:** Acceleration of DevOps and production data availability for business services

**IT ENVIRONMENT:** E-commerce platform

**SOLUTION:** Actifio for rapid production data access in support of DevOps, BI, reporting, and Help Desk

#### IMMEDIATE BENEFITS

- Near instant production data access
- Solutions delivery against production data in a non-production environment
- Automated or manual testing at will

developers, testers and QA teams. They needed to gain faster and more flexible access to production data for business intelligence, help desk, and business reporting teams.

Their standard data creation process had relied on duplicating backup data to run on mirrored infrastructure and then making copies multiple times – one for each scenario. Slow manual processes meant that configuring any new environment stretched to at least a week. To start, they wanted to create a new process that would rapidly produce the needed versions of production data in the required quantity and scale, but without all of the duplicate infrastructure. As they began looking at options, it was also important to have flexibility in choosing a point in time, and to quickly configure new environments at an acceptable cost.

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“We’re in a period of rapid growth and need to deliver applications much faster. To accomplish that we need copies of production data to be easily available in numerous environments. Our challenge was that we had no capability to quickly produce the data in multiple versions for all the people who need it.”

– ERL EGESTAD  
VICE PRESIDENT OF ARCHITECTURE, ISAGENIX

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## The Solution

The Isagenix team knew in advance how they would measure a successful result, starting with speed. How quickly could a new environment be set up and ready for testing? What about system complexity? How well did it operate in existing infrastructure? How would any new solution smooth, simplify and expedite the DevOps work streams and process?

Using these criteria, the Isagenix team looked at solutions from EMC, Commvault and Actifio. It quickly became clear that only Actifio had the speed and functionality to effectively satisfy their requirements. “Actifio is mature. It works out of the chute,” said Egestad. “The others didn’t have near the capabilities and their initial operational level-of-effort was simply too great.” Actifio brought a simple standard interface that meshed with existing infrastructure. New data sets could be produced for any given

point-in-time and accessed almost immediately. “Our old process took a week, conservatively,” said Egestad. “Before Actifio, we thought we could get it to a day. Now we have access to a production copy in 30-40 minutes, with a full environment ready in about three hours.” With this simple process in place Isagenix easily creates virtual copies for multiple work streams to drive increased business velocity.

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“I recommend Actifio to any business that wants access to production data copies at will. It’s a tremendous advantage given the always increasing business requirements to accelerate new solutions and to expedite analysis and resolution of any production issues.”

– ERL EGESTAD  
VICE PRESIDENT OF ARCHITECTURE, ISAGENIX

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## Immediate Benefits

### DevOps Services

- Created versatile DevOps services that achieve better, faster, application cycle times
- Introduced an automated continuum from development to test to QA
- Direct positive business impacts through rapid, high-confidence solutions deployments
- Reduced costs for hardware, software & licensing for internal application test and development environments

### Development & Test

- Near instant access to production data
- Accelerated Dev/Test services providing high-quality development and testing resources
- Ability to test solutions against production data in a non-production environment
- Capability to automate or manually test against production environment data at will