

Case Study



CONSIST GROUP ACCELERATES HOSTED CUSTOMER APPLICATIONS

Industry: MSP | Location: EMEA | Use Cases: Virtualization, Enterprise Applications

KEY HIGHLIGHTS

Challenges

- VM performance limitations with existing legacy iSCSI SAN storage.
- Long and tedious recovery process for file servers and virtual desktops.

Solution

- Accelerated VMware-based workloads with Reduxio HX550 enterprise flash storage.
- Accelerated performance for end customers using Reduxio Tier-X™ active tiering between flash and disk and NoDup® in-line dedupe and compression.
- Enabled one-second recovery for virtual servers and applications using BackDating™.

Benefits

Build a Cloud in an Hour



Installed and configured storage for hosting infrastructure in 1 hour.

3X More Capacity for VMs and Applications

Expanded cloud capacity using in-line, in-memory dedupe and compression.



Flash Performance for All Applications



High performance for all use cases with Tier-X™ active tiering and NoDup® in-line data reduction.



CUSTOMER PROFILE



Customers in 40 countries



Over 1,500 employees



Founded in 1972

THE IT ENVIRONMENT AT CONSIST

Headquartered in New York City, Consist Group is a worldwide computer software and IT professional services company. Consist was founded over 40 years ago, and has over 1,500 employees worldwide, including Germany, Spain, Brazil, Argentine, Mexico and more. The company specializes in software solutions, systems and outsourcing for mid-size and larger organizations in the areas of financial and logistics systems, help-desk systems (SysAid), Customer Communication Manager systems, storage systems, cyber security systems (Splunk), monitoring systems (Ekran) and more. In addition, the company specializes in consulting and integration services, as well as providing unique solutions customized for diverse IT environments. Consist has thousands of customers, among them Coca-Cola, El-Al, the Bank of Israel, Bank Hapoalim, Bank Leumi, Bank Discount, Bank Mizrahi-Tefahot, Supersal and more. Consist has a growing client base in large organizations in the financial sector, government agencies, public utilities and in leading industrial and commerce groups. As part of Consist's growth strategy, the company decided to develop a new IaaS/DRaaS solution to provide customers hosted infrastructure and disaster recovery services that are highly efficient yet customizable.

Building a Differentiated Service

While planning the infrastructure required for the new service, the team at Consist wanted a storage platform that could be easily deployed, simplified overall management, met the requirements for performance and scalability, and would allow them to offer enhanced capabilities to their end customers.

The technical team at Consist, experienced with integrating storage and systems for customers, scanned the market for possible solutions that would meet the criteria. Looking at many possible solutions, the ones that could meet their performance requirements were cost prohibitive. In addition, while many vendors claimed their solutions are simple, the technical team knew they would be rather complex to configure and manage over the long run.

After looking at many alternatives, Consist selected the Reduxio HX550 as the storage platform for the infrastructure of their hosting service offering.

"Reduxio's unique technology enabled us to build a IaaS offering that breaks out from the typical low-cost/very slow and high-cost/very fast options. The combination of flash-first, active tiering and always-on data reduction lets us offer a super-fast service that also provides continuous protection. This is a winning argument in front of our customers."

Reuven Cohen, Infrastructure & Network Integration, Consist Group

An Always-Recoverable Hosting

The new storage platform from Reduxio requires only a minimal amount of steps for common administration tasks such as initial configuration, provisioning and data protection. This allowed Consist to launch the service immediately.

A growing list of customers are storing their core business applications on Consist's platform, while others use it for disaster recovery.

Customers run a variety of applications on this virtualized infrastructure, from simple web servers based on Microsoft SQL Server and IIS to advanced systems such as Microsoft Dynamics CRM and SAP BusinessOne. The websites are published on the Internet, and virtual servers are accessible over VPN links.

Reduxio BackDating™ provides an always-on data protection for the environments. Customers can contact Consist and request recoveries for virtual disks, VMs or their

entire environment back to any second - just before a malfunction was detected, be it because of a human error, a hardware or software problem.

For Consist, the Reduxio platform was very simple to implement and simple to manage. The combination of NoDup® and Tier-X™ makes the platform high performing but still cost-effective. BackDating allows Consist to sell the service with a clear differentiation from its competitors.

End users reported very low latency from the environment. This is made possible with Reduxio's flash-first architecture. All data is first written to the system's flash tier. Only cold data is migrated to the slower disk-based media. Since all data is deduped and compressed in-memory, the entire farm of virtual machines is practically served from the system's cache.

"Our service today provides customers flash performance at the price that others are charging for disk-based hosting."

"In addition, we recover VMs and virtual disks for our customers in one second granularity and they just love it. We save their day. The BackDating capability works great for us since nobody else can offer this kind of service."

Reuven Cohen, Infrastructure & Network Integration, Consist Group

SOLUTION COMPONENTS

Reduxio Products

- Reduxio HX550 storage system
- Reduxio StorApp for VMware vSphere

Environment

- VMware® ESXi cluster
- Microsoft® SQL Server, IIS
- Microsoft® Dynamics CRM
- Linux
- SAP® BusinessOne
- Veeam® Backup & Replication
- Veeam ONE monitoring
- PineApp Mail Secure