

# CAS Severn reduces in-house and client storage requirements by 50 percent



*IBM extends advanced storage management capabilities to mid-market clients*

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## Overview

### The need

Joseph King, vice president of pre-sales consulting for CAS Severn, an IBM Premier Business Partner, wanted to offer his company's mid-market clients the same storage management capabilities as their enterprise clients.

### The solution

IBM Virtual Storage Center Entry provides clients with an end-to-end view of storage with a combined storage virtualization platform and a storage management solution.

### The benefit

Due to storage optimization, CAS Severn uses approximately 50 percent less storage space than previously, while its clients have gained an estimated 50 to 70 percent in additional storage capacity.

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As vice president of pre-sales consulting for IT solutions provider CAS Severn, Joseph King works with clients of nearly every size across a range of industries, helping them set a sustainable vision for their IT environments. What he found is that size doesn't dictate IT needs, but it does affect the resources available to meet those needs.

## Meeting mid-market storage management needs

"Over the years, mid-market clients have been asking us if we can deliver them the same efficiency in storage utilization as we do for our enterprise clients," says King. "And historically, our answer has been no, either because of the complexity or cost of what we do at the enterprise level. We, had no automated tools in place to show them how they were managing storage, so it would take weeks of analysis to figure out how storage was allocated, and even then it would only be a snapshot of a point in time."

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*The changes IBM has made in storage software and hardware over the last decade has allowed CAS Severn to change how it operates in the mid-market. "We're able to help them take advantage of technology, like tiering, to gain usage and performance insights they've never had before," says Joseph King, vice president of pre-sales consulting, CAS Severn.*

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## Scaling enterprise-level capabilities

CAS Severn has been using IBM Virtual Storage Center as an established and proven solution to address the storage management needs of its enterprise customers. Virtual Storage Center Entry allows them to bring the expertise that they have gained from their enterprise clients to their mid-market customers. “We started using Virtual Storage Center Entry the day it was announced, and it’s one of our standard offering to all clients,” says King. “We’re able to offer the same software capabilities across all customer types when we’re managing their storage on-premises. Capabilities, like real-time compression and tiering, also allow us to be more efficient in managing those whose storage environments we’re hosting.”

## Increasing storage utilization

According to King, even with a steadily growing client base over the past decade, CAS Severn is using roughly 50 percent less storage space than it did previous to IBM Virtual Storage Center software. Additionally, he estimates that mid-market clients have gained 50 to 70 percent more storage capacity due to the real-time compression capabilities of Virtual Storage Center Entry. Besides real-time compression, other integrated efficiency features like virtualization and automated tiering reduce storage costs up to 50 percent. Both virtual storage management solutions are “imperative” to helping CAS Severn and its clients gain efficiencies and control costs, King says. “We and our customers don’t have to buy storage for the sake of buying storage, which has allowed them and us to invest in other parts of our business.”

## Solution components

### Software

- IBM Virtual Storage Center
- IBM Virtual Storage Center Entry

## For more information

To learn more about IBM Virtual Storage Center please contact your IBM marketing representative or IBM Business Partner, or visit the following website: [ibm.com/software/products/virtual-storage-center](http://ibm.com/software/products/virtual-storage-center)



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