

**On-Cloud**, an emerging managed-services provider, is convincing small and medium-sized businesses in Mexico that moving their applications to the cloud has significant advantages, and it is finding satisfied believers thanks to Pure Storage. Adding an all-flash Pure array has produced dramatically improved application performance for customers, while simplifying storage management and keeping capital and operating expenses low for the start-up cloud provider.

**BUSINESS TRANSFORMATION**

On-Cloud customers report dramatically improved performance on their hosted applications, providing success stories for a young company evangelizing the proven benefits of cloud computing.

**GEO**

Latin America

**INDUSTRY**

Technology

“When we put these customers on Pure Storage... they called us and said, ‘What are you guys doing? Our system is faster than ever.’”

Esteban Rey, *Chief Information Officer*

**ON-CLOUD'S CUSTOMERS REPORT SKY-HIGH SATISFACTION AFTER MOVING HOSTED APPLICATIONS TO PURE STORAGE**

In addition to being a businessman and technologist, Esteban Rey often finds himself in the role of educator. “It can be very difficult at times convincing companies in Mexico the benefits of moving to the cloud. You have to explain how moving applications to the cloud can give them access to the most reliable infrastructure.”

Rey is a founder and chief information officer for On-Cloud, an infrastructure-as-a-service provider targeting small/medium businesses in Mexico. In a little more than a year, the company has signed up more than 130 customers, including two prominent banks, universities, elementary schools, and retailers with a total of more than 1,000 stores.

Part of the education process, Rey said, is helping companies understand what “high availability” can mean. “Many companies think availability just means ‘can I get to my data anytime, anywhere?’ They don’t think about the cost of downtime on-premise. So we provide a service-level agreement (SLA) that guarantees at least 99.95% uptime. And our customers love that.”

To provide that level of service, On-Cloud has invested in building the most reliable infrastructure it can, while still operating within the financial limitations of a start-up company.

**PERFORMANCE, MANAGEMENT SIMPLICITY MAKE PURE THE CHOICE**

When Rey was planning the IT infrastructure for On-Cloud in 2014, he visited the VMworld conference, where he came into contact with Pure Storage. “I fell in love with the company’s technology,” he recalled. “Everything Pure did made so much sense,” and in 2015 On-Cloud deployed Pure Storage.

Among the most attractive features of Pure Storage were its compression and deduplication features, speed and reliability, and simplicity of management. “We’re a small team,” Rey noted. “When we saw Pure, we understood that we would not have to increase our headcount to have someone manage storage, because Pure is so easy to implement and maintain.”

In addition, “We are looking for a small form-factor in everything we buy, so we can pay less for our data-center hosting, as well as follow a ‘green’ policy when it comes to energy consumption. Pure Storage has everything in just three rack units. It’s perfect for our company.”

**COMPANY:**

On-Cloud  
<https://on-cloud.mx>

**USE CASE:**

- Database – Microsoft® SQL Server®
- Business Intelligence – SAP® Business One
- VSI – VMware® vSphere®

**CHALLENGES:**

- Provide high reliability and availability so customers see the proven value of cloud services.
- Minimize operating costs and focus headcount on customer-facing activities.
- Maintain a small footprint in the data center.

**IT TRANSFORMATION:**

- Customers see dramatically improved performance; database restores cut from 4 hours to 40 minutes.
- Data reduction rates of almost 9:1 allow more customers to be moved onto high-performance flash storage.
- Storage management requires virtually no time, freeing up staff to better serve customers.

“I can support three times as many customers as I thought I could... Pure Storage takes maybe two minutes a week to manage. For us, it’s like heaven.”

Esteban Rey, *Chief Information Officer*

**EASY INSTALLATION AND SUPPORT FOR FUTURE GROWTH**

When On-Cloud’s Pure Storage array arrived, Rey installed it himself after a little instruction, “and it was running in less than two hours.” Since then, storage management has disappeared as a task. “Pure takes maybe two minutes a week to manage,” Rey noted. “For us, it’s like heaven.”

Rey said that when he bought the Pure Storage array, he expected to migrate perhaps 5% of his customers onto it, as a test. But that number quickly rose to around 25% due to the greatly improved performance that customers experienced on their applications running on Pure. Because of high data-reduction rates, On-Cloud has determined it can migrate and support more customers on the high-performing Pure array.

On-Cloud began by offering hosted services for SAP Business One, an enterprise resource planning application suite from SAP targeted at small/medium businesses. Over time, customers asked On-Cloud to add more hosted services, such as email, Active Directory and SQL Server. To accommodate these services and a growing customer base, On-Cloud has built out an IT infrastructure that includes 1,100 processors and 300 virtual machines, numbers which Rey expects to grow to 3,000 processors and 750 VMs.

The ability of Pure Storage to support the fast-growing infrastructure is a major reason he plans to triple his investment in Pure arrays in the coming months. “I know Pure will allow us to manage the number of virtual machines we expect to deploy without a problem.”

One reason Pure Storage is such a good fit for On-Cloud’s virtualized infrastructure, Rey said, is the high data-reduction rates it delivers — in On-Cloud’s case, almost 9:1. “Virtually all of our VMs are the same, so the compression and de-duplication features of Pure really give us great value. I can support three times as many customers as I thought I could, and I am still using only about a third of the array’s capacity.”

**CUSTOMERS IMPRESSED BY IMPROVED PERFORMANCE**

With a growing number of customers supported by the Pure Storage array, On-Cloud is discovering multiple benefits resulting from the sharply improved performance. Rey reported that several customers had been complaining that it took four hours or more to restore a database, which is performed two or three times a week. “After we put these customers on Pure Storage, the restores now take only 40 minutes. They love this! They called us and said, ‘What are you guys doing? Our system is faster than ever.’ They are saving a lot of time now.”

Other customers, Rey noted, also praise the improved performance they are seeing on their applications once they are moved onto Pure Storage. “They tell us their system is working better than ever. The word they used is ‘fluid’.”

The positive comments from customers are exactly what Rey wanted to hear, and he gives credit to Pure Storage for helping make them happen.

“We think about our customers constantly, and how we can provide a better experience for them. Having Pure Storage in place not only delivers superior application performance to our customers, it also means we don’t have to devote resources to managing storage and instead can spend more time delighting our customers. We love Pure!”



**info@purestorage.com**  
[www.purestorage.com/customers](http://www.purestorage.com/customers)



Paseo de la Reforma No. 180, Colonia Juárez, Delegación  
 Cuauhtémoc, Ciudad de México, D.F., C.P. 06600  
 T: 52 (55) 4124 0233