

**Telehouse** met the demands of increasing cloud activities and changing customer requirements by choosing all-flash arrays from Pure Storage for improved performance, simpler administration, and reduced energy consumption and rack space.

**BUSINESS TRANSFORMATION**

The extreme simplicity of the Pure Storage array enables Telehouse to decentralize storage management among its collaborators while modernizing and supporting its clients with better IT performance.

**GEO**

France

**INDUSTRY**

Hosting/Service Provider

“Quite simply, Pure Storage wowed us with its consistent range of functionalities and solution benefits.”

Jean-Baptiste Baraban,  
*Senior Manager of ICT*

**TELEHOUSE RAMPS UP ITS CLOUD OFFERING WITH PURE STORAGE**

Founded in 1988, Telehouse is a global data-center provider offering hosting facilities to critical IT and telecom infrastructures. Telehouse operates 48 data centers in 24 cities worldwide. With French revenue of more than €40 million, Telehouse employs a team of 100 people across three locations in the Paris region and handles 60% of Internet traffic in France.

In 2008, Telehouse launched an IaaS cloud offering tailored to its clients' infrastructure and flexibility requirements. This activity's revenue exceeded the one of Telehouse 1 (carrier hotel) in 2016. Telehouse successively approached two partners to deal with its cloud storage issues. “Unfortunately, their mixed-technology solutions were unable to follow the development trend of our business requirements,” explained Jean-Baptiste Baraban, Senior Manager of ICT for Telehouse. “The old arrays reached a saturation point in terms of IOPS and bandwidth. In addition, energy consumption and environmental impact considerations became critical factors in our selection of a data storage provider.”

Telehouse therefore went in search of a new data storage partner. “Our main requirement was to progress to an all-flash data storage solution to meet the demands of the cloud market. We settled on three major requirements that needed to be met: reducing energy consumption and heat emissions of the infrastructure; improving performance paired with simpler handling; and gaining capacity from higher data-compression rates,” Baraban noted.

After two months of tests and comparisons, Telehouse opted for Pure Storage. “Our decision was ultimately based on matching our requirements, reaching a competitive price, performance that exceeded our expectations, and user-friendliness with expansion options. Quite simply, Pure Storage wowed us with its wide range of functionality and benefits,” said Baraban.

The two Pure Storage arrays purchased by Telehouse were installed easily. “We were surprised by the speed of installing Pure Storage in our two data centers,” explained Baraban. “Within two days, the arrays were operational for our production workloads. The simple management of the arrays allowed our teams to integrate the interface in no time, and the switchover was seamless.”

**COMPANY:**

Telehouse  
[www.telehouse.net](http://www.telehouse.net)

**USE CASE:**

- VSI – VMware® vSphere®

**CHALLENGES:**

- Telehouse was looking to increase performance in terms of IOPS and bandwidth, and meet clients' expectations for loading time and web platform performance by opting for an all-flash storage solution.
- Mixed storage solutions offered by previous suppliers could not meet the evolving needs of Telehouse and its clients.

**IT TRANSFORMATION:**

- The company significantly increased IOPS (reaching 21,000 IOPS) and bandwidth (from 1Gb/s to 4Gb/s), enabling websites to load quicker, and improving the user experience.
- Energy consumption was reduced by 75%.
- Latencies were reduced from an average of 3ms to 0.3-0.5ms, providing a much better user experience, which is a key challenge for a data-center provider.

“As a storage provider, the benefits of Pure Storage are undeniable: user-friendliness, efficiency and performance, energy consumption savings and rack space gains.”

Jean-Baptiste Baraban,  
 Senior Manager of ICT

**SIMPLIFIED MANAGEMENT BENEFITS THE ENTIRE TEAM**

In the face of a gradual increase in the volume of Telehouse platforms and the number of virtual machines it hosts, “acquiring user-friendly interfaces has become necessary to improve automation and enable a greater number of Telehouse system administrators to manage data storage,” said Baraban. “This was not the case previously because of a lack of skills and expertise. With Pure Storage arrays, our administrators can create a storage volume in just four clicks, an operation that took five times more steps with the previous storage provider. The time savings is significant.”

Today, thanks to the ease of use of the Pure Storage arrays, “Storage is no longer restricted to a small number of collaborators; the whole team is involved in infrastructure management, and skills and roles have been de-compartmentalized.”

Telehouse is also keen to reduce its storage system energy levels. According to Baraban, “The savings have been impressive. For identical production volumes, energy consumption with Pure Storage arrays is 75% lower when compared with solutions used previously.” The same applies to space savings: “We have gone from 28U in a rack to 4U per Pure Storage array. This reduction in rack space will allow us to add a future Pure Storage array in the next three years, in order to meet growing storage needs without using more space in our premises.”

The selection of flash technology was made to follow the general market trend and improve performance. “The change of arrays and transition to flash has allowed our staff to dedicate less time to storage tasks and concentrate on new tasks. Our performance in terms of IOPS and bandwidth has almost tripled. We have reached an average of 21,000 IOPS, whereas with our previous storage provider this level was already at saturation. Our bandwidth has gone from 1 Gb/s to 4 Gb/s. And our latency has dropped drastically, from an average of 3 ms to 0.3-0.5 ms. These improvements allow us to offer better performance to our clients and by extension their end-users, with faster website access and webpage loading.”

**HOSTING MULTIPLE WORKLOADS ON FLASH**

Since the installation, the arrays host multiple workloads, according to Baraban. “700 virtual machines have been migrated on Pure Storage arrays until now, with very different topologies. In terms of directly connected infrastructures, we operate VMware virtualization environments exclusively. We currently use Pure Storage integrations with the VMware SRM plug-in, which is a key tool for us. Indeed, it allows us to use a disaster recovery solution for some of our clients and benefit from a strong replication activity between our two Pure Storage arrays”

Telehouse envisions the future of its storage infrastructure with Pure Storage: “We are ultimately looking to extend our Pure Storage arrays, add capacity to increase volume and meet our future business expansion requirements. The Pure Evergreen® Storage program was particularly attractive to us because it allows us to deploy once and upgrade storage and controller components for the next decade. Given the volatility of the cloud sector, we required a storage infrastructure capable of meeting our evolving volume and power requirements.”

Overall, Baraban expressed complete satisfaction with the Pure Storage solution. “The support from our system integrator and Pure Storage partner AntemetA was a very strong point. And Pure Storage reassured us with tailored services when required. As a storage provider, the benefits of Pure Storage are undeniable: user-friendliness, efficiency and performance, energy consumption savings and rack space gains.”



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