PURESTORAGE®

Smartro, after reviewing multiple storage options, chose the Pure Storage all-flash array to implement a new switching system to provide authentication service seamlessly. After the storage implementation, the company was able to minimize service downtime and achieve performance and reliability optimized to a virtual server environment.

Smartro

BUSINESS TRANSFORMATION

The company achieved business continuity by minimizing service interruption from storage failure.

GEO

South Korea

INDUSTRY

Service Provider

"After reviewing many other storage options, we decided to go with the Pure Storage FA-420 because it has competitive advantages in terms of performance to price and convenience of monitoring."

Hyun-mo Yang, *director of IT division*

SMARTRO ACHIEVES UNINTERRUPTED OPERATION OF ITS SWITCHING SYSTEM WITH PURE STORAGE ALL-FLASH ARRAY

Established in 1998, Smartro is a finance-communication subsidiary of KT Group and the market's leading provider of electronic payment service specializing in Value Added Network (VAN) services and PG services as well as new fin-tech services.

Smartro, an uninterrupted 24/7 payment service provider, carried out a Value Added Network (VAN) switching system implementation project to provide authentication service seamlessly. The key to the success of this project was building a system that can address both reliability and performance at a reasonable price.

PURE STORAGE IS CHOSEN FOR ITS SUPERIOR RELIABILITY

Smartro's two top priorities for a new system were performance and reliability. After reviewing many products, they determined that Pure Storage offers the most reliable hardware and software system.

A midrange disk storage array didn't provide performance the company wanted, and enterprise disk storage was too expensive. Smartro decided that the Pure Storage FA-420 provides performance equal to enterprise storage at a reasonable cost.

Another swaying factor for choosing Pure Storage was the Pure Storage cloud-based management platform, Pure1®. "After reviewing many other storage options, we decided to go with the Pure Storage FA-420 because it has competitive advantages in terms of performance to price and convenience of monitoring," explained Hyun-mo Yang, director of IT division at Smartro.

SERVICE DOWNTIME IS MINIMIZED WITH OUTSTANDING SYSTEM PERFORMANCE AND RELIABILITY

Smartro successfully deployed Pure Storage all-flash arrays with the goal of minimizing the time and costs in service recovery from storage failure in mission-critical applications. After the implementation, the company was able to minimize service downtime with performance and reliability optimized to a virtual server environment. Also, it achieved 0.25ms latency on average.

"Since all-flash storage arrays are not based on mechanical HDDs but SSDs, the traditional HDD features wouldn't be optimized in the SSDs," said Yang. "For example, a specific RAID optimized for SSDs should be used, but most vendors were using RAID that

COMPANY:

Smartro
www.smartro.co.kr/

USE CASE:

- VSI – VMware® vSphere®

CHALLENGES:

- Minimize service downtime.
- Alleviate the burden of capacity expansion.
- Reduce the total cost of ownership for storage.

IT TRANSFORMATION:

- Smarter achieved 0.25ms latency on average, with fast and reliable system operation.
- Storage efficiency was improved with a 7:1 deduplication ratio.
- The company simplified monitoring with Pure1.

"After the implementation of the FlashArray, we achieved a 7:1 deduplication ratio, enabling us to obtain more storage space. We are very satisfied."

Hyun-mo Yang, *director of IT division*

was implemented in the traditional HDDs. Pure Storage implemented various features such as internal and external replication and uninterrupted replacement reliably in all-flash arrays and offer these features for free."

A 7:1 DATA REDUCTION RELIEVES THE BURDEN OF CAPACITY EXPANSION AND INCREASES STORAGE EFFICIENCY

Smartro was able to reduce the volume of data by about 85% thanks to Pure Storage inline data compression and deduplication technologies. With the 7:1 deduplication, the company saved more storage space than expected and was relieved from the burden of future capacity expansion.

Yang said: "The new switching system was built by implementing a database in a virtual environment. We were told that we would get a 5:1 deduplication ratio in this type of environment. That ratio allowed us to choose affordable high performance all-flash storage. After the implementation of the array, we achieved a 7:1 deduplication ratio, enabling us to obtain more storage space. We are very satisfied."

These characteristics also support the future growth of Smartro's business efficiently. Smartro successfully verified the implementation and operation of the system for the last several months, and has a system in place that can be scaled out as needs arise by simply adding a new storage shelf without new configuration or complicated wiring.

MONITORING IMPROVES WITH PURE1 AND INTERNAL REDUNDANCY

Pure Storage FlashArray, which is built on an architecture optimized for flash memory, provided unmatched reliability through redundancy of all major components without service interruption. Pure1, the Pure Storage cloud-based management and predictive support, helped the company increase the operational and management efficiency of storage.

"We were able to dramatically reduce unexpected failures, minimize service downtime and increase the administrator's productivity and efficiency with Pure1, a cloud-based real-real-time monitoring system which provides proactive resolution," explained Yang. Smartro can rest assured of its business continuity through the fast and reliable services as well.

Pure1 connects to arrays every 30 seconds to check and update the capacity, performance and status remotely. It continuously analyzes the status and upload any new issues identified to the analysis engine. The Pure Storage tech support team proactively alerts customers to problems or vulnerability to known issues to take pre-emptive action before there's a problem. As a result, the administrator can monitor the system in real time, resolve any issues quickly and just perform regular maintenance tasks.

PURESTORAGE®

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