PURESTORAGE®

Texas Peak's rapid growth plans meant the sport shoe wholesaler and clothing retailer was fast running out of data storage space. Traditional spinning disk had failed in the past and with ever-increasing system loads, the company required stable, scalable and high-performance storage to drive it through its high growth phase.

TEXAS PEAK

BUSINESS TRANSFORMATION

Pure Storage serves all of Texas Peak's application storage requirements delivering simplicity and enabling the business to scale seamlessly.

GEO

Australia

INDUSTRY

Clothing and footwear retail

"The most remarkable feature was the system's ability to restore to back up and concurrently test at the same time. The Pure Storage array didn't lose any performance whatsoever. That simply could not be achieved with a traditional storage unit."

Wayne Nikolovski, *IT Manager*

TEXAS PEAK PUTS ITS BEST FOOT FORWARD THANKS TO PURE STORAGE

Texas Peak was established in 1993 as a shoe wholesaler supplying major American sports brand Brooks to Australian and New Zealand retail outlets including Myer, Athlete's Foot and Active Feet. More recently the company secured exclusive Australian distribution rights to Italian clothing company, Diesel, which it supplies to department stores including major Australian retailer David Jones. Texas Peak has also initiated the nationwide rollout of Diesel retail stores situated in high-end metropolitan shopping centres throughout Australia.

In addition, the company is now expanding into the online retail space which has become a significant focus area for driving customers into brick-and-mortar stores.

With expansion plans underway, Texas Peak was looking to upgrade its systems storage to enable the company to seamlessly and effortlessly grow the business. Within the last five years its existing storage utilisation had jumped from 30 percent capacity to almost 100 percent. With expected growth of around 10 – 15 percent each year, the system needed to be fully scalable. IT Manager Wayne Nikolovski said, "We were on a trajectory to hit maximum storage capacity, based on our rapid expansion, but after bringing on Diesel, the company's storage was bursting at the seams."

Scalability was the key driver that led Texas Peak to deploy the Pure Storage flash array. Texas Peak engaged Southern Cross Computer Systems, a Pure Storage partner.

"As part of a whole-company infrastructure refresh, we knew choosing the right storage solution was a core element of allowing us to grow at the pace we intended over the next five years. With the new brand coming on board, our storage solution needed to be scalable, stable and high performing and we certainly have achieved that with Pure Storage," said Wayne.

SCALABILITY, RELIABILITY MAKE PURE STORAGE ATTRACTIVE

Texas Peak's old storage solution was configured with 4TB of useable capacity. The new Pure Storage system now stores their data in 1.45TB of flash, presenting over 7TB to systems deployed within Texas Peak and is fully scalable to accommodate expected business growth.

"We were attracted to Pure Storage because of its core based on fast, agile flash technology. Flash is highly appealing because there are no moving parts, which means there's nothing that can fail. Traditional disk technology has a maximum usable life due to its mechanical components, and over time the likelihood of failure increases."

COMPANY:

Texas Peak
www.brooksrunning.com.au

USE CASE:

- VDI – VMware® vSphere®
- Database – Oracle®
- Application – Microsoft® Exchange®

CHALLENGES:

- Legacy storage system couldn't handle massive growth requirements.
- Storage solution needed to be scalable, stable and high performing to match business.

IT TRANSFORMATION:

- Scalable storage capacity grows with the customer's need to enable continued expansion.
- Performance is superior over the previous solution, with 10x reduction in storage latency.
- With its ease and simplicity of use, the solution was implemented quickly.

"The performance gain from Pure Storage alone has been phenomenal."

Wayne Nikolovski, *IT Manager*

Wayne added, "Over the previous five years with the old system, we had recurring spinning disk failures that affected the business, so we wanted to move away from the possibility of further issues with the new flash array solution. In the next five to ten years, the lifecycle of traditional disk will come to an end, as the technology is being replaced by solid state storage – exactly the reason why Texas Peak decided to go all-flash."

Through Southern Cross Computer Systems, Texas Peak purchased and deployed a Pure Storage FlashArray™.

CONSOLIDATING CRITICAL WORKLOADS ON FLASH

As Texas Peak's systems were already virtualised, implementation of the new Pure Storage solution was quick and simple. "We were amazed at the simplicity of implementation. It was as easy as plugging the Pure Storage array into the fibre backbone, advertising it to the virtualisation software and moving everything over."

Wayne added, "The most remarkable feature was the system's ability to restore to back up and concurrently test at the same time. The Pure Storage array didn't lose any performance whatsoever. That simply could not be achieved with a traditional storage unit."

Pure Storage now serves all of Texas Peak's storage requirements and deals with everything the company needs on a day-to-day basis, including Microsoft Exchange databases, Oracle databases, terminal servers, content- and customer-management systems, retail systems and online purchasing.

"All data coming in and out of the environment goes through the Pure Storage FlashArray. We have a centralised storage and processing environment which creates a large point of potential failure, so the stability and security of the device is crucial," said Wayne.

ENHANCED PERFORMANCE ON KEY APPLICATIONS

"The performance gain from Pure Storage alone has been phenomenal. We are still running all the same server infrastructure but with increased load, and the storage unit has not missed a beat," he said.

Since deploying Pure Storage, Texas Peak is now enjoying consistent sub-millisecond latency, a 10x reduction when compared with the previous system. The Pure system, while infinitely more simple and reliable, has also substantially improved performance by reducing back up times and reporting processes, and has also allowed Texas Peak to sweat their servers for longer, providing a greater return on investment for the company.

In addition to the improved performance, Wayne said the reliability of the new array has been outstanding. "There is no maintenance. I haven't needed to touch it since it was installed," he said.

"Before we implemented Pure Storage, we often received complaints from staff about the systems failure and slow performance. We had a constant fear of failure from the old system, especially with the increase in store numbers. But since we installed Pure, we have no complaints — we hear 'silence.' Would I recommend Pure Storage? Absolutely, and I already have."

PURESTORAGE®

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