Grupo Zeta is a 40-year old publishing house that produces eight daily newspapers, 14 magazines and 50 corporate journals. Grupo Zeta has always understood the vital importance of having highly available and reliable data management systems in order to meet its tight deadlines, and now, thanks to Pure Storage, it can process its data 30 times faster than before.

BUSINESS TRANSFORMATION

Pure Storage all-flash arrays have provided Grupo Zeta with the ability to simplify storage management, reduce costs, and provide for a highly available infrastructure, enabling them to meet their daily deadlines.

GEO

Spain

INDUSTRY

Media

"There may be other vendors coming onto the market, but we couldn't find anyone as good as Pure Storage."

Kiko Olivier, *IT Director*

THE NEED FOR CUTTING-EDGE TECHNOLOGY

Technology has always played a big role in the communications sector, but ever since the emergence of the cloud and virtual storage, these disruptive technologies have become indispensable. As a longstanding communications company, Grupo Zeta recognizes the need for a high-performance IT infrastructure to meet demanding media deadlines.

Grupo Zeta is a Spanish publishing house with 40 years' experience in reporting the news via its written media. Its 8 daily newspapers, 14 general interest magazines, 50 corporate journals and book publishing business are testimony to its enduring success. Key to this ongoing success is the ability to meet relentless publishing deadlines. That's why Grupo Zeta has always understood the necessity of having a high-performance IT infrastructure to meet its tight deadlines. Now, thanks to Pure Storage, the company can process its data 30 times faster than before.

The need for new storage arrays was twofold: faster data processing and a desire to increase storage capacity in order to virtualize its physical servers. According to Kiko Olivier, IT Director of the publishing group, these services are essential for the company. "For us, technology is everything. Every business process has been computerized and relies on technology. We cannot afford to have system inefficiencies because that could prevent our end products from getting released."

PURE STORAGE OFFERED A COMPLETE SOLUTION

Grupo Zeta first heard about Pure Storage when it was recommended by one of its suppliers. "We wanted to move forward and bring our technology up to date. We are at a point where we can make many improvements by using the new technologies that have emerged, such as flash storage," explained Olivier. After several meetings with the team from Pure Storage Spain, they decided to undergo a proof of concept in order to experience firsthand "all the reputed benefits of their solutions."

Olivier said that, faced with a need to expand their arrays, Pure Storage was the best option. Not only could they achieve the necessary expansion, but they also could introduce several other improvements and offer a multitude of functions, features, and capacities that traditional storage devices can't provide.

According to Olivier, the business model was one of the main reasons why the Grupo Zeta chose Pure Storage. "There may be other vendors coming on the market, but we can't find anyone as good as Pure Storage. Other companies just build products, whereas

"In terms of data storage, spinning disk media will clearly disappear because flash technology is not just the future, it's the present."

Kiko Olivier, *IT Director*

Pure Storage is creating a superior 'whole product' business model that includes its arrays, configuration software, systems maintenance and upgrades, and pre-sales support."

The yield of the new arrays, along with greater capacity and reliability packaged in a smaller footprint, were further reasons why Grupo Zeta opted for Pure Storage. "The way in which the arrays behave when they detect a drive fault is also very important for us," said Olivier.

After extensive assessment of the technical and business options, Grupo Zeta decided to install a Pure Storage FlashArray (FA-405). Although they are currently using it in conjunction with their existing spinning disk storage, the company realized immediate performance improvements. "Pure Storage replaced the highest-yield disks we had," said Olivier. "Even so, the old disks simply pale in comparison to the new system. Pure Storage systems are so much faster, produce little heat, are more energy efficient, more durable, easier to use, and do all of this with superior application resilience. In addition, they are very easy to install and use; it is one of the few products that you can plug in, turn on, and forget about."

PURE STORAGE EXCEEDED ALL EXPECTATIONS

After installing the Pure Storage array at its Barcelona headquarter, Grupo Zeta achieved data processing speeds of up to 30 times faster than its legacy arrays. According to Olivier, "The results have been amazing. With the new systems we can boot up, copy, and move data much faster. Thanks to Pure Storage, we have freed up our technical support teams, because we've radically reduced the time we have to allocate to storage management. The biggest change we have seen is in the dramatic increase in productivity of our employees."

Grupo Zeta has also improved the server virtualization process: "We had about 50 servers running Windows Server 2012 not yet virtualized, and our objective was to have them all virtualized with Citrix XenServer. Our traditional spinning disk-based storage did not allow us to improve this process and that's why we chose Pure Storage. With Pure we have managed to grow with more machines, and since the data is compressed and deduplicated, we have grown in much less space. Also, duplicating and creating new machines is now much faster, and thus we have also shortened the time for provisioning new services." According to Olivier, new servers are now deployed 4 times faster than before.

This increased speed in data processing is also obvious in the data migration from one rack to another, and the time needed for this has been considerably shortened. Data migration in Pure Storage systems has taken only a week, which contrasts sharply with the month it took with the previous system. Pure Storage deployment has resulted in a ratio of 4:1 data reduction.

"With Pure Storage, we have seen nothing but benefits so far. Not only does it process data much faster, but it is much more energy efficient. And thanks to the remote management model, Pure can anticipate errors and suggest improved ways to use the array. Plus, we have seen a massive difference in preserving storage capacity due to the de-duplication capabilities of the arrays, which have achieved a data reduction ratio of 6:1! We also love the Evergreen Storage business model, because it means we can replace certain components of the arrays every three years without having to pay for a forklift upgrade."

FLASH TECHNOLOGY IS NOT THE FUTURE – IT'S THE PRESENT

When it came to flash technology, Kiko Olivier was adamant: "Flash is cheaper, better and easier to deploy and manage. In the case of Pure Storage, the installation manual is the size of a business card. System administration tasks take just minutes rather than hours to complete. And Pure offers remote management services that proactively detect and prevent system errors.

"In terms of data storage, spinning disk media will clearly disappear because flash technology is not the future — it's the present. And we are particularly pleased with Pure Storage flash technology, which has done everything Pure said it would."

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