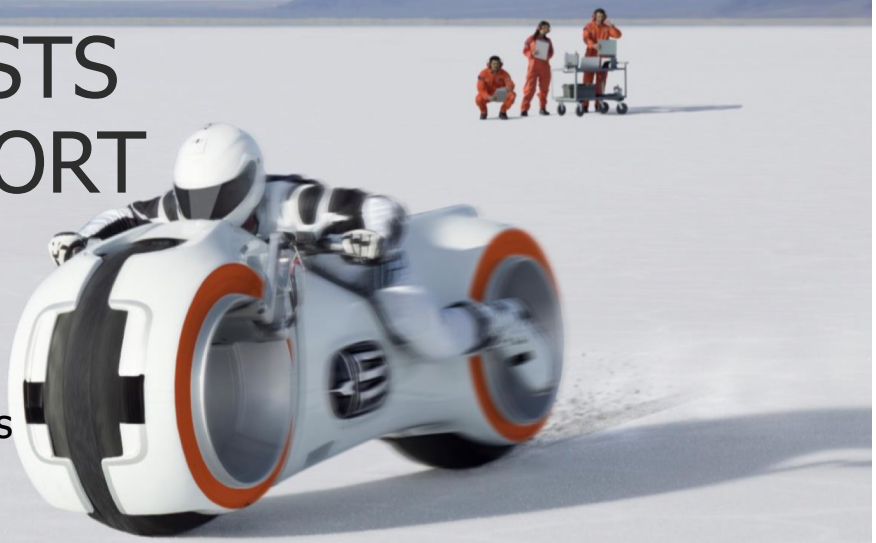
GLOBAL RESPONSE ENLISTS PURE STORAGE TO SUPPORT GROWTH AND BOOST EFFICIENCY

Chadd Kenney, VP & Chief Technology Officer, Americas at Pure Storage

Flash Memory Summit – Wednesday, August 8



PURESTORAGE®

TWO MAJOR FLAWS

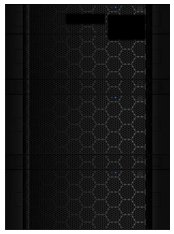
TRADITIONAL BACKUP SOLUTIONS

INFLEXIBLE APPLIANCES

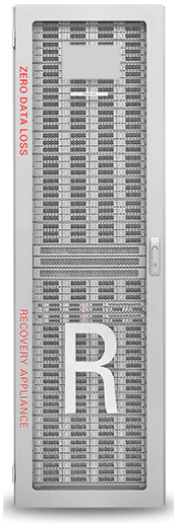
BUILT FOR SINGLE TASK- TO COPY DATA FROM A TO B

Veritas
NetBackup 5240

HPE StoreOnce
3000



Data Domain
DD9300



Oracle Zero Data
Loss Appliance

SLOW RESTORE EXPERIENCE

LACKS PERFORMANCE WHEN YOU MOST NEED IT

DCAC

DENNY CHERRY & ASSOCIATES CONSULTING

If You Thought Database Restores Were Slow, Try Restoring From an EMC Data Domain

Published On: 2015-07-20 By: Denny Cherry

Recently I did something which I haven't had to do for a VERY long time, restore a database off of an EMC Data Domain. Thankfully I wasn't restoring a failed production system, I was restoring to a replacement production system, so I was getting log shipping setup.

"The database in this case is ~6TB in size…
I canceled it after about 24 hours. It was at ~2% complete."

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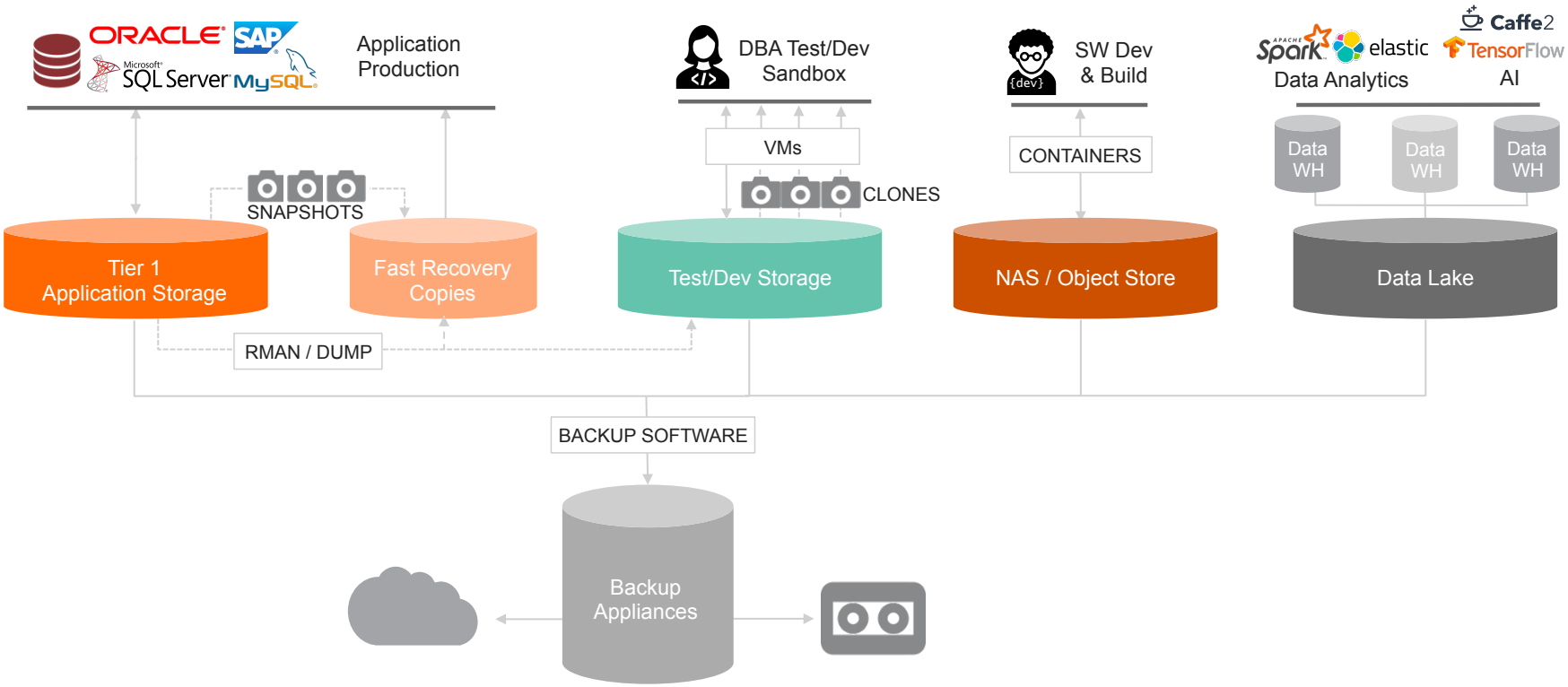
https://www.dcac.co/syndication/if-you-thought-database-restores-were-slow-try-restoring-from-an-emc-data-domain

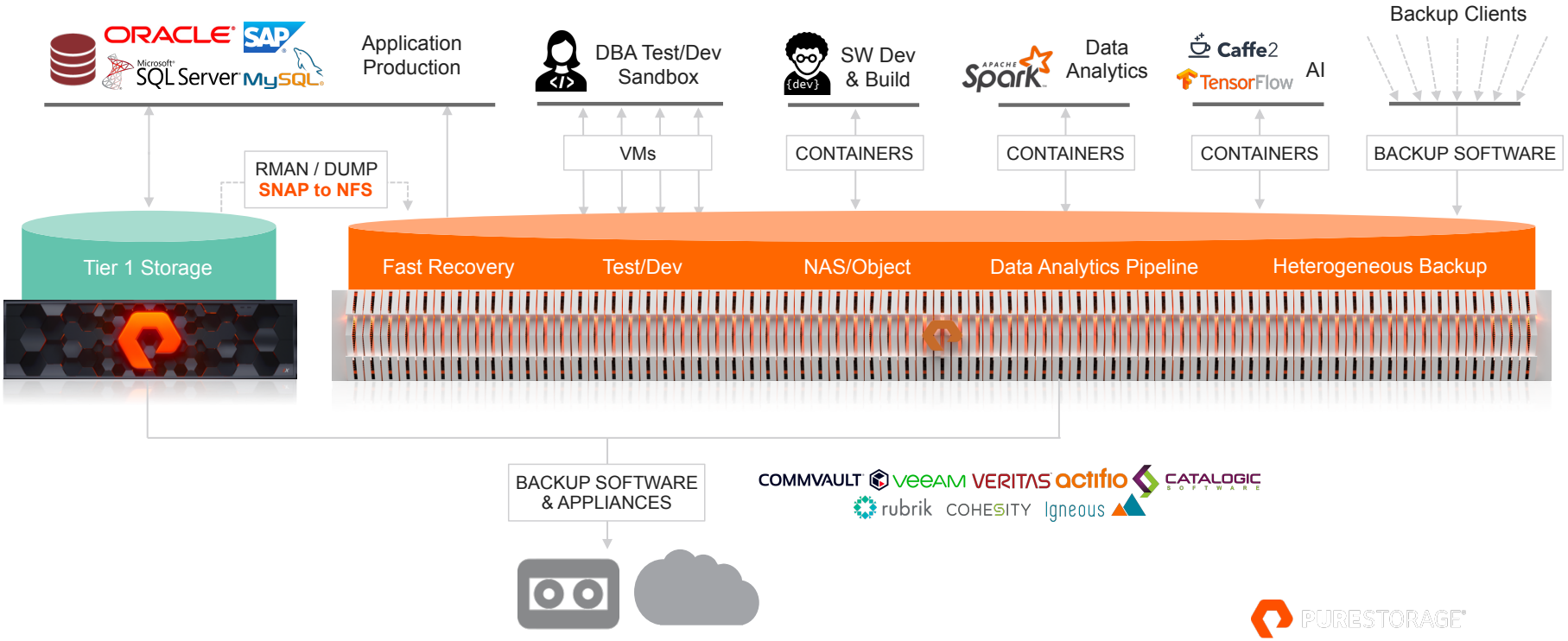
REALITY IS GETTING MORE COMPLEX

TODAY'S DATA CENTER FILLED WITH SILOS FOR NUMEROUS WORKLOADS



NEXT-GEN SMART DATA HUB

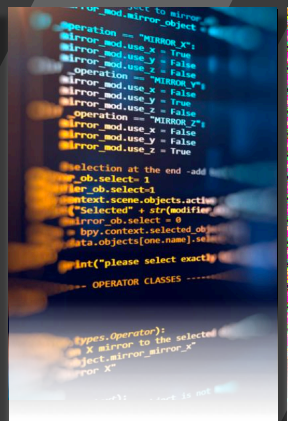
SINGLE PLATFORM ENGINEERED TO DELIVER EFFORTLESS PERFORMANCE FOR WIDE RANGE OF WORKLOADS



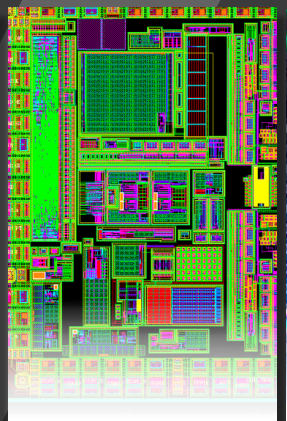
DATA HUB FOR MODERN DATA

POWERING NEXT-GEN WORKLOADS FROM RAPID RECOVERY TO AI

BACKUP & RESTORE



SW DEV

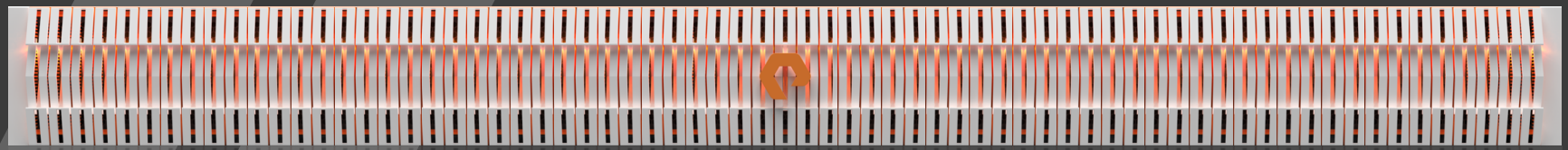


EDA

DATA WAREHOUSE

DATA ANALYTICS

AI



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GLOBAL RESPONSE

During more than 40 years in business, Global Response has focused on innovation in call center technologies in its quest to deliver better service to clients and improve enterprise efficiency.

Global Response
THE BRAND CONTACT CENTERS

THE CHALLENGE

- As an always-on enterprise, Global Response requires high-availability of data and applications 24/7
- Legacy storage solutions challenged scalability with undesirable backup times and slower than desired restore times.

THE SOLUTION

- Pure FlashBlade integration with Veeam Availability Suite provides the data protection strategy.
- Cisco UCS servers and routers
- VMware virtualization software

THE RESULT

- Backing up 70 VMs used to require 1 hour; now, it's less than 5 minutes
- Lower RPOs and RTOs
- Meeting/exceeding all customers SLAs
- Sharply reduced workload for IT staff

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