



CASE STUDY



Storage

**Pharmaceutical company
ensures storage migration safe
passage with maximum value**



Creative ITC



PURESTORAGE

**CLIENT:**

World-class supplier of excipients and support services for major companies in fast-paced pharmaceutical and nutritional markets



Hiring Creative to oversee our storage migration was excellent value for money. We got good, honest advice and saved hours by not having to search through manuals or paying to send people away for extensive training.

**CHALLENGE**

Realise full benefit of storage refresh with zero interruption to the business

**SOLUTION**

Pure Storage migration, initiated and overseen onsite by a Creative storage specialist, in line with latest best practices and information security standards

**RESULTS**

Quick, hassle-free technology swap out
Faster provisioning, from days and weeks to minutes and hours
Time and cost-avoidance savings

CHALLENGE

The company, a leader in design and technical support for pharmaceutical dosage forms, relies on speed to market as clients look for highly effective tablet coating formulations in reduced timeframes. Efficient data storage plays a key role, enabling 1,350 staff across 26 sites globally to safely manage information.

To stay ahead, it decided to refresh storage technology, consolidating devices and safeguarding against obsolescence. Pure Storage provided the ideal

combination of Flash and iSCSI high performance with cost-effective scaling.

The company spokesperson explained: "Pure Storage Evergreen architecture meant we could upgrade arrays independently in future. So, we wouldn't have to buy and deploy hardware every time we needed more capacity. The real challenge was making sure our storage migration went without a hitch and was completely invisible to the business."

SOLUTION



Although the solution came with install assistance the company decided to enlist additional storage expertise from Creative. “We took care of physical stacking and IP addresses,” said the spokesperson. “However, when began to initiate the changeover we started to get alerts and error messages. So, we played safe and called in Creative.”

Once on site, a Creative storage expert went through the entire Pure Storage user interface, setting up iSCSI

LUN files, configuring storage space and initiating and overseeing the migration of the data from the legacy storage to Pure Storage – all managed in line with latest information security standards such as ISO27001.

“It was pretty impressive,” the spokesperson added. “We quickly learnt what to look out for to avoid corrupting our virtual machines, for example. Basically, everything you’d expect from storage best practice.”

RESULTS



Robust business continuity is especially important to the business. Before, if a storage array failed, although the risk of downtime was small, productivity suffered through a speed decrease caused by backup data traversing the company’s WAN. Now, with assured uptime backed by the latest Pure Storage technology, there’s less chance of that happening.

“We’ve improved visibility, not only into VM input/output counts but also potential problems with a specific disk or network bottleneck,” the spokesperson noted. “So, we’re able to optimise processes and workflows right across the business – from our manufacturing plants, quality assurance and product packaging to supply chain management and sales and marketing.”

De-risking the migration also fast-tracked other benefits. The company’s IT team can quickly spin-up storage, reducing lead times from days and weeks to minutes and hours. No more having to carry the cost of spare capacity that may not be needed in the future. No more ordering and waiting for new hardware to be delivered and set up. And no more worrying about appliances reaching end-of-life or end-of-support.

“Hiring Creative to oversee our storage migration was excellent value for money,” concluded the spokesperson. “We got good, honest advice and saved hours by not having to search through manuals or paying to send people away for extensive training.”





Protecting data for 1,350 staff
and 26 sites globally.



Optimising manufacturing plants, quality
assurance, product packaging, supply chain
management, and sales and marketing.

To learn more about Creative
and the solutions featured
in this case study, visit **creative-itc.com**



Creative ITC



PURESTORAGE



enquires@creative-itc.com



+44 (0)845 533 2186



creative-itc.com