

CASE STUDY

Net3 Technology Selects Infinidat for Greater Reliability, Higher Performance, and a Pay-As-You-Grow Approach to Storage for Its Cloud Solution

Uptime, availability, and reliability are mission critical for Net3 Technology, a leading cloud service provider (CSP) in the U.S. The company continuously needs 100% availability of their enterprise storage platforms to provide managed backup and disaster recovery solutions to their customers. They serve a wide variety of customers, ranging from logistics companies to law firms to schools and everything in between. Headquartered in Greenville, South Carolina, Net3 owns and operates a private cloud, PvDC, which has coast-to-coast locations, giving their customers a choice of where they want their data to be run and to be protected.

To meet its demanding storage needs, Net3 has chosen Infinidat, a leader in enterprise storage solutions. Infinidat substantially outperformed the incumbent storage vendors. It demonstrated the value of its flexible consumption models. And it solved storage issues that larger storage vendors could not solve. After evaluating the other “Leaders” on the Gartner Magic Quadrant, Net3 made a decision to go with Infinidat, which was named a Leader in the 2023 Gartner Magic Quadrant for Primary Storage for the sixth year in a row.

With so much at stake to be able to provide customized cloud solutions, services, and support to their customers through their comprehensive Infrastructure as a Service (IaaS) platform, Net3 virtually bet its business on this decision to improve its enterprise storage capabilities – and, with Infinidat, it has never looked back.

“The key challenge that Infinidat solved for us was our need for reliable storage in a consumption model that would grow as we grow,” said Ryan Walker, CIO at Net3 Technology. “The uptime, availability, performance, ease of administration, and flexible consumption models that Infinidat delivers are unmatched compared to any of the arrays we had run previously. With Infinidat, we’re able to operate our cloud services business more cost-effectively and with substantially more confidence.”



Ryan Walker
CIO, Net3 Technology

“We wouldn’t be where we are as a company without Infinidat. When we needed to ‘up our game’ to deliver always-on availability and exercise more agility to meet and exceed our customers’ expectations, Infinidat saved the day. I only wish we had moved to Infinidat sooner.”



THE CHALLENGE: DOWNTIME, DISRUPTIONS, COST AND COMPLEXITY

Prior to March 2022, with their existing arrays, Net3 experienced huge problems that threatened their ability to run their business as effectively as needed. They could not rely on their legacy storage arrays from multiple vendors. Downtime became a serious problem. Capacity challenges were causing disruptions. Performance was lagging. Costs and complexity were increasing.

Solution Advantages for Net3



Excellent reliability of the data infrastructure to handle customers' stringent requirements



100% availability with no disruptions to the cloud services that Net3 provides to its customers



Increased performance > 15X previous storage vendors



Dramatically easier storage management and administration with Infinidat's autonomous automation

If they had to increase storage capacity, they had to go back into a sales cycle to enable features to meet emerging and future business requirements. Like so many cloud service providers, managed service providers and managed hosting providers, Net3 had to look into the future and determine what their needs would be 6 to 12 months down the road and, then, justify a significant up-front capital outlay for needs that would inevitably change.

It was problematic and antithetical to good business value. Net3 needed to make a change before their business suffered beyond the point of no return.

THE SOLUTION: "INFINIDAT HAS SOLVED ALL THE PAIN POINTS."

Net3 made a strategic decision to replace its existing storage infrastructure with enterprise storage solutions from Infinidat. The first InfiniBox was installed in March 2022. Since then, the company has installed three additional systems. Infinidat's enterprise storage solutions were acquired through Dynamix and Adapture, Infinidat channel partners. All of their Infinidat systems are in data center colocation facilities in Atlanta and Las Vegas.

"We switched to Infinidat because they solved a lot of the issues that other upper-right Magic Quadrant storage providers have," Walker stated. "Our main storage obstacle in recent years had been keeping up with the pace of growth while ensuring performance and availability to our customers. Infinidat has solved all of the pain points that we've had with previous storage providers through unmatched performance and availability."

Net3 is now using 8 total petabytes (PB) of Infinidat storage. Prior to installing Infinidat, the performance of the company's legacy arrays from the former incumbents was only 130,000 IOPS. After switching to Infinidat's InfiniBox, performance increased by more than 15X to 2 million IOPS. Furthermore, Net3 went from non-existent availability to 100% availability with Infinidat. The CIO cites Infinidat's unique active-active-active, triple redundant architecture as key to the always-on reliability.

Walker asserted, "Infinidat is run by storage industry veterans who understand how to overcome the common problems with enterprise storage."

Net3 also adopted one of Infinidat's flexible consumption, pay-as-you-grow models. With Infinidat's cloud-like consumption model, Net3 managed to eliminate the need to put out a large, up-front capital expenditure. Infinidat provided them with an all-inclusive licensing model that transformed the economics of enterprise storage for them.

The InfiniBox solution provides strong support for Net3's virtualized environment comprised entirely of VMware ESX / NSX / vCloud Director, with hundreds of VMs that make up Net3's IaaS and managed backup / DR solutions. Infinidat's enterprise storage solution is connected to Cisco UCS servers and approximately 40 hosts across three data centers.

THE BENEFITS: "INFINIDAT SAVED THE DAY."

Infinidat's enterprise storage solutions transformed Net3's ability to operate, meet customer requirements, and grow. Net3's CIO commented, "We wouldn't be where we are as a company without Infinidat. When we needed to 'up our game' to deliver always-on availability and exercise more agility to meet and exceed our customers' expectations, Infinidat saved the day. I only wish we had moved to Infinidat sooner."



“The customer experience we’re able to deliver has significantly improved since installing our first InfiniBox array. Reliability, capacity, and performance are now transparent to our customers, and with storage resolved, we can focus on what makes Net3 great,” said Walker.

An end-customer of Net3’s managed backup and disaster recovery services vouched for not only the reliability of Net3’s storage solutions but also their superior customer experience.

“We know we can rely on Net3 to address all our demands and exceed expectations for our cloud backup and DR needs. This gives us peace of mind, as we are set with our business continuity. As our business evolves, so do our enterprise storage requirements. Net3 provides us with an adaptable storage capacity that has exceptional availability. They are an excellent cloud storage service partner for us.”

In addition, Net3 has become a prime example of how to run a cloud services business efficiently and economically. By using Infinidat’s flexible consumption model, the financial benefit to Net3 and their customers is that they are not paying for storage that they are not using. This fixed the previous issue that Net3 had with the shortcomings of monolithic storage arrays from other vendors. Further, the all-inclusive licensing model means Net3 is not going back through another sales cycle each time to enable features to meet current and future business or customer requirements. This approach complements Net3’s use of backup-as-a-service with different backup vendors, including Acronis Cyber Protect, Zerto and Veeam.

LOOKING AHEAD

Net3 has standardized on Infinidat for production storage going forward and is evaluating Infinidat’s new options for cyber resilience to stay one step ahead.

Benefits of Net3’s adoption of Infinidat’s solutions include:

- Excellent reliability of the data infrastructure to handle customers’ stringent requirements
- 100% availability provides NO disruptions to the cloud services that Net3 provides to its customers
- Increased performance > 15X previous storage vendors
- Cost savings
- Flexibility to changes in capacity demand
- Transparency
- Faster turnaround
- Dramatically easier storage management and administration with Infinidat’s autonomous automation, replacing complexity

To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](https://www.infinidat.com).