The Right Way to Leverage All-flash Storage to Serve Your Business

Braineering utilizes the power of Pure Storage to ensure business continuity with light, secure, and fast storage

About Univerexport

The Univerexport group is the most significant Serbian trade chain, with over 180 retail stores and more than 3,000 employees. Additionally, the group owns several production systems for meat, pasta, ice cream, and organic food.

There are more than 100,000 daily retail customers in physical stores, excluding online customers. Since 2012, the group has developed an online retail store for ordering and free delivery of goods, with more than 16,000 items.

Business Benefits

- 99,9999% availability of data

- Accelerated management through automation to secure mission-critical apps.

- Cost-effective disaster avoidance that is reliable and secure

- Frees up staff by minimizing management and supporting resource requirements.

- Fast, modern, and reliable storage solution that drives business, lowers cost and improves margins

- Easy access to local Braineering team to address ongoing needs

The Challenge

Modernize storage solutions to maximize throughput and availability of the data while minimizing downtime and disaster vulnerability.

Univerexport group had a slower legacy storage solution that had a few incidents before and didn't meet RPO, RTO, and performance requirements while slowly reaching its maximum capacity. This situation impacted their business and posed a significant risk, not just because of the capacity but because of incidents downtime. Therefore, they needed a solution that could avoid disaster rather than recover from it and be available 99,9999% of the time.

Because of the nature of their retail and online business, there is a need for high throughput and storage performance, with RPOs and RTOs near 0, and for frequent backups, which greatly stress IT admins. In addition, due to previous incidents, the company recognized its need for a complete data center overhaul with a modern all-flash storage solution in active/active configuration with synchronous replication.

The critical feature that the group was looking for is to maximize throughput and availability of the data while minimizing downtime and disaster vulnerability, with a solution that doesn't require significant effort to implement and manage long term.

BRAINEERING PROPOSED A PURE STORAGE SOLUTION BECAUSE OF ITS ABILITY TO DELIVER ALL-FLASH STORAGE SPEED AND EFFICIENCY WITH HIGH SECURITY AND COST-EFFECTIVENESS

"We have known Braineering for a long time. They have been our primary system integrator and IT partner for years, and we have witnessed their knowledge and experience. We recognize the value of modern all-flash storage from Pure Storage and its economy. We think we are ready to utilize the performance and security it can give our business."

Nedeljko Petrović
Director of IT department **UNIVEREXPORT**

Because of long-term experience with Braineering, the Univerexport group had confidence that they were in good hands and that the storage solution Braineering proposed, with its whole IT ecosystem, was a good choice for them.

The Solution

Pure Storage Purity ActiveCluster – Avoid disaster rather than recover from it

Braineering implemented two Pure Storage FA-X20R3 arrays, one in primary and the other in secondary DR location deployed in VMware vSphere® Metro Storage Cluster (vMSC) configuration. Each storage array is a part of a larger IT ecosystem with a total of 7 physical servers, network infrastructure with less than 10 ms RTT, and Vmware virtual infrastructure with VMware vSphere Replication and Vmware SRM, and additional hyper-converged backup solution for another level of security.

Purity ActiveCluster is functionality that comes with implemented FA-X20R3 and performs data replication in a symmetrical active-active way.

The data is simultaneously written on two arrays implemented in different physical locations, and the data is always available. Furthermore, because of the flash nature of those arrays, performance is not compromised, while data always exists on two sites. This way, data can be recovered anytime in no time.

The presented solution delivers zero RPO and zero RTO with no additional hardware or licenses and is a prerequisite for the vSphere Metro Storage Cluster.

This 100TB all-flash storage system is future-proof because it can scale without disrupting services. Furthermore, it is radically simple to implement in only four steps: connecting arrays, creating pods and volumes, and connecting hosts.

"With this solution, the complexity of business continuity architecture is significantly reduced. We don't need to buy additional equipment for the witness site to enable active/active synchronous replication, and we don't sacrifice performance for availability and security."

Nedeljko Petrović
Director of IT department **UNIVEREXPORT**

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PURESTORAGE® | **BRAIN**EERING IT SOLUTIONS

The Result

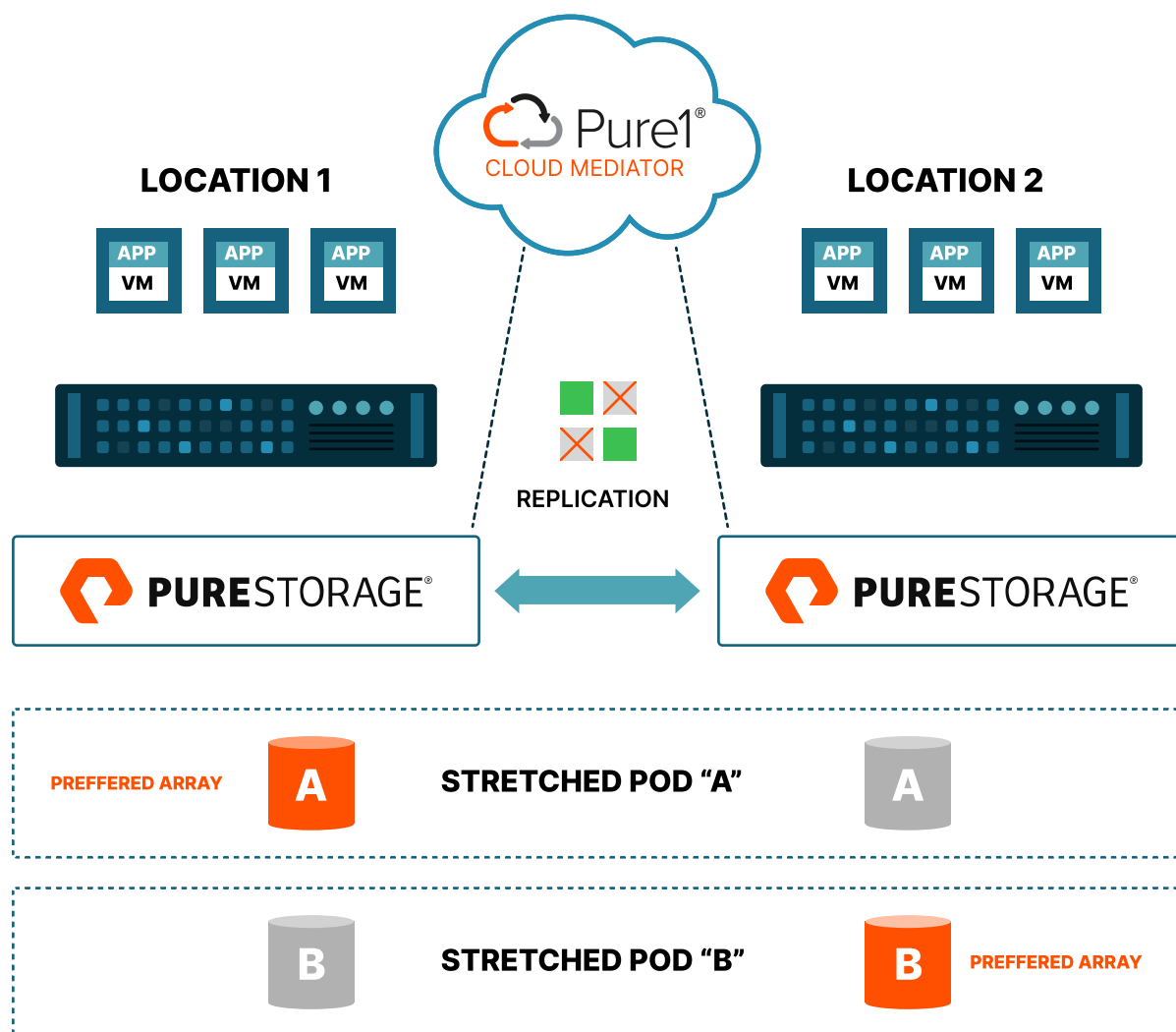We have achieved continuous operations without downtime, zero RPO and RTO, and 99,9999% availability.

The storage system's performance and availability were significantly improved. From a few days of downtime by an incident in previous years, we achieved 99,9999% availability, which means that system will have maximum downtime of 2 seconds monthly on average.
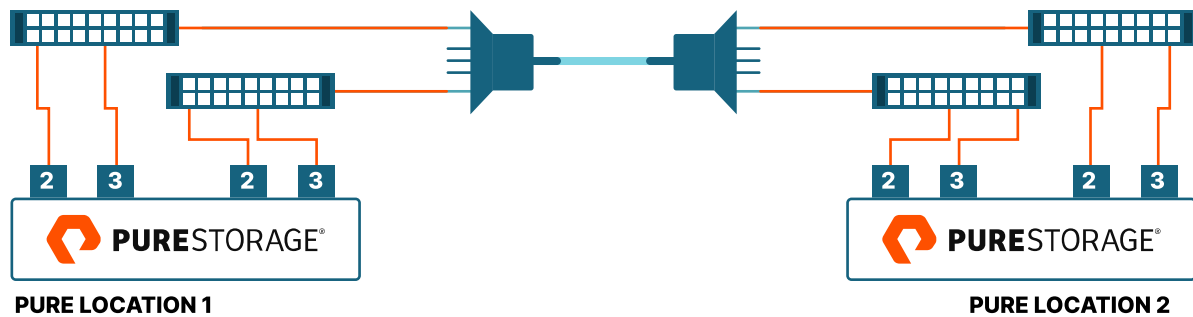
Apart from enhanced security and sophisticated disaster avoidance, the capacity was improved by increasing the deduplication ratio from 1.8:1 on previous systems to 3:1 on Pure Storage systems.

> *"We achieved better storage performance and business continuity with significantly reduced complexity and management. The most important thing is that we can upgrade and update this storage system without downtime in the future. We feel that our storage is positioning our business for success and is truly light, secure, and fast."*
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> Nedeljko Petrović
> Director of IT department UNIVEREXPORT

PURE LOCATION 1   PURE LOCATION 2

We ensure that IT serves your business by designing, implementing, and integrating innovative IT technologies and our engineering services, training, and consulting. As a result, Braineering has helped over 100 enterprises and organizations to achieve their business goals with the help of IT.

Who are we?

Braineering IT Solutions is a company that integrates the latest technologies of the IT industry into customized solutions for users of all sizes in both domestic and foreign markets. The company is primarily of engineering profile, created by the idea of its creators to provide the best and most competent services in many areas of IT infrastructure without compromising on technology quality. Although young, Braineering comprises experienced engineers with over fifteen years of experience working on many projects at home and abroad and is a partner with the largest companies in the IT industry.

Our professional competencies stand on two pillars:

STORAGE – core storage and multi-petabyte data lakes are our everyday job. We are proud partners of Pure Storage, which offer future-proof modern all-flash storage technologies with incredible performances and ease of use.

VIRTUALIZATION – modern IT does not exist without virtualization. therefore, we partner with the best virtualization vendors to ensure the utilization, speed, and control that your IT environment deserves.

Talk to our sales representative for a quotation or consultation regarding any service you might need at
sales@braineering.com

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