



# Everex takes action to counteract data explosion

HPE 3PAR StoreServ Storage delivers high performance at reasonable cost

## Objective

Replace legacy storage with a powerful, scalable system featuring deduplication

## Approach

Reviewed the market for storage solutions that could cope with increased data volumes due to business growth

## IT Matters

- Consolidates storage through deduplication
- Boosts storage performance and improves latency with Flash and SSD technology
- Ensures data security by replicating data between different data centres

## Business Matters

- Saves cost on energy and data centre space
- Improves the reliability and delivery of customer services
- Provides a highly scalable solution to support future growth



## Challenge

### Rapid growth in data volumes

Madrid-based Everex Comunicaciones is a multinational telecommunications company that provides innovative solutions using principal data networks both in Spain and throughout the world. With over 20 years' experience as an operator, Everex offers Virtual Private Network (VPN) and Voice over Internet Protocol (VoIP) communication and a range of other telecommunications services. It also sells cloud managed services and hosts servers and storage in its data centres.

Exponential business growth had brought a dramatic increase in the company's data volumes and the problem of storing that data efficiently had been made worse because its legacy storage solution did not feature deduplication technology.

This led to the same data being saved repeatedly, resulting in huge databases that created bottlenecks. Customers wanting to access their data experienced loss of performance and this impaired their operational efficiency. It also detracted from the outsourcing and managed services offered by Everex.

"Our range of services includes all cloud and hosting services, all high-availability services and practically anything that requires dynamic, on-demand self-provisioning with long-term file system operations," explains Fernando Lapeña, IP services director with Everex Comunicaciones. "Typical examples are mail and log services.

"Upgrading our storage services required a different kind of storage model from the ones that we previously used. We had experienced dramatic growth in the number of customers and their data is often repetitive."

“Implementing two HPE 3PAR StoreServ Storage systems has given us a high-performance environment that can adapt to different changes, is highly scalable, saves costs and can handle the day-to-day needs of our company and its customers.”

– Fernando Lapeña, IP services director, Everex Comunicaciones Spain

“This created the need for new storage systems that could provide deduplication, allowing us to compress and backup information without affecting performance.”

Everex needed a fully replicated storage system for the virtualised VMware environments at its various data centres. It required tiers of storage, ranging from high-speed to low-cost with non-disruptive data mobility to flex and meet unpredictable workloads. This would allow them to address storage efficiency at the data centre level while having a solution that could underpin the Service Level Agreements (SLAs) it made with customers.

Its aims were to meet the day-to-day needs of its business, improve the quality of its services and tackle the exponential growth in information. The company needed a high-performance system that could adapt to different changes, was highly scalable, would help save costs and could handle the day-to-day needs of the company and its customers.

## **Solution**

### **Deduplication technology**

After researching the market, Everex purchased two HPE 3PAR StoreServ 8200 Storage solutions, one with Solid State Drives (SSDs) and the other with spinning hard drives. The solution features a flash-optimized architecture, tier-1 data services, and all the integration software required for virtualisation platforms.

The Everex equipment is also covered by HPE Proactive Care support with four-hour response.

“Our main consideration when choosing the HPE 3PAR equipment was that it is next-generation technology which incorporates deduplication algorithms,” adds Lapeña. “This allows deduplicated information to be practically presented in real-time and at an affordable price.”

HPE 3PAR is built for customers like Everex who want the performance advantages of a purpose-built, flash-optimised architecture with millisecond response times without compromising performance, scalability, data services, or resiliency. It was of particular interest to Everex that the flash-optimised architecture reduces the performance bottlenecks that can affect hybrid and general-purpose disk arrays.

## **Benefit**

### **Higher performance, lower cost**

The solution has created an efficient replication system that makes duplicating and transporting information to different Everex data centres extremely efficient, and proactive technical support helps ensure smooth operations.

**Case study**

Everex  
Comunicaciones

**Industry**

Telecommunications  
and IT Services

**Customer at a glance****Hardware**

- HPE 3PAR StoreServ 8200 Storage

**HPE services**

- HPE Proactive Care

With its HPE 3PAR installations, Everex has been able to maximise the usable capacity of its storage assets without compromising storage performance. This has been enabled by a powerful combination of three technologies – deduplication, Flash and SSD.

At the heart of each 3PAR controller node is the 3PAR Thin Express ASIC, now in its 5th generation. These ASICs feature efficient, silicon-based mechanisms to drive inline deduplication, including a dedicated deduplication engine. With this solution, the CPU-intensive jobs of calculating signatures for incoming data and verifying reads are offloaded to the ASICs, freeing up processor cycles to deliver advanced data services and service I/O requests.

Adopting HPE 3PAR flash-optimised technology delivers significantly improved performance and as well as solving performance problems, enterprises such as Everex can also achieve the secondary benefits of more predictable performance, lower operational costs and greater productivity.

Flash also offers massive density improvements. Storage environments that were previously ten or more racks can be consolidated down to a single rack or even less. On top of that, the reduction in power and cooling can be 90 per cent or more over legacy systems and management is greatly reduced due to the shift away from multi-tiered and caching solutions to a single pool of high performance storage.

Adopting SSD further improves performance because an SSD has no mechanical parts. It also delivers lower power consumption than a Hard Disc Drive (HDD) which consumes more power because it relies on the rotation of the magnet. Everex has achieved its aim of gaining both performance and cost benefits by combining SSD in one system with less costly one spinning disc technology in the second.

“The work carried out by Hewlett Packard Enterprise and our IT department has ensured that the HPE 3PAR solution satisfies all our customers’ requirements while enabling us to keep costs to a minimum,” concludes Lapeña.

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