

A close-up photograph of a grey athletic shoe with bright pink laces. The focus is on the texture of the fabric and the contrast between the grey and pink colors.

Case Study

Supporting Tens of Thousands of Users With Scalable Storage in the Cloud

The client

The client is an iconic apparel and goods manufacturer founded more than 50 years ago, with several subsidiary brands and a global presence. The company works with suppliers in more than 35 countries and maintains a strong reputation as a product innovator. Today, the company employs more than 75,000 people worldwide.

The challenge: Address obvious capacity challenges from an expanded remote workforce

Like every business, the client was forced to take quick and sudden action when COVID-19 emerged. The company shifted to a work-from-home model by leveraging their existing Virtual Desktop Infrastructure (VDI).

However, their VDI was showing evident signs of strain. Capacity and utilization were clear issues. A solution needed to be found and implemented rapidly in order to maintain business continuity at a time of much uncertainty in global markets.

The company was concurrently pursuing an initiative to shift away from a CapEx-based data center approach and toward an OpEx-focused model centered on cloud services.

Industry:
Apparel

Insight provided:

- Rapid consulting support and solution design
- Setup and delivery of pay-as-you-go storage service

Insight services:

- Pure Storage as a Service delivered by Managed Services

The solution: Scalable, flexible, pay-as-you-go storage set up in just a few days

We identified two distinct requirements: the solution needed to accommodate a remote workforce, and it needed to avoid any on-site infrastructure additions.

Our As a Service offering using Pure Storage was deemed the optimal solution based on the client's business requirements. Contracts were signed on a Friday; we began building the solution for them the following Monday. This all took place at the peak of the pandemic.

The service was created to mirror a cloud-like experience, similar to going through Amazon with an ES2 and adding storage to a VM store. Our solution lets them cost-effectively meet growing storage and performance objectives with Pure Storage delivered as a pay-as-you-go service from Insight.

The benefits: Excellent business continuity and an agile, cost-effective solution for the future

The solution has enabled tens of thousands of the company's employees to maintain high levels of productivity and user satisfaction while working from home using the company's VDI.

The client has communicated with our team that he is thrilled to have such an agile solution in place that allows him to add users and services with the push of a button, at a fraction of the cost it would be in the cloud. The company is staying aligned with their cloud-first strategy by consuming services in a cloud-like way, with no owned hardware, CapEx, or long-term commitments, but also attaining much better price efficiency than any cloud service would provide. The solution will undoubtedly prove valuable long beyond the global health crisis. The client is also now looking to expand their strategy with backup solutions that align with their cloud strategy.

Benefits:

Increased remote work capabilities for thousands of employees



Solution design and delivery in fewer than 48 business hours



Ability to meet changing capacity needs easily

Cloud-like consumption model



Lower storage costs than cloud could provide



No hardware or CapEx investments required
