Hewlett Packard Enterprise

Zayo gains advantage with HPE 3PAR StoreServ 7450

HPE 3PAR StoreServ all-flash array leverages hosting investment for big data customers

Objective
Provide best-practice, high performance storage solution specifically to host growing demand for big data companies

Approach
Implement HPE 3PAR StoreServ 7450 state-of-the-art all-flash array to provide guaranteed, multi-tenancy, high performance storage for hosted customers with big data needs, both in traditional managed-hosting and private cloud environments

IT Matters
- HPE 3PAR Priority Optimization supports guaranteed high performance SLAs

- Unique multi-tenancy support leverages hosting investment

- Provisioning of new customer in hours versus days

- Ease-of-management through unified storage console leverages IT staff

Business Matters
- Advanced HPE 3PAR StoreServ 7450 flash array technology provides competitive advantage

- Savings in multiple areas reduces overhead, allowing Zayo to offer more competitive rates

- Unique HPE 3PAR StoreServ 7450 leading-edge storage features and exceptional performance gains new customers and helps retain current customers

- Standardized and minimal "click" management interface saves significant labor costs and enables increased customer service

In order to provide high performance storage for its big data customers, Zayo, a leading hosting and data center solutions provider, evaluated the primary storage vendors and acquired the stand-out HPE 3PAR StoreServ 7450 all-flash array. Due to the HPE 3PAR StoreServ 7450 leading-edge technology, Zayo can stand up a new big data customer in hours, while guaranteeing the requested high performance level in a full multi-tenant environment.

HPE 3PAR StoreServ 7450 retains Zayo's loyalty with best-in-class functionality

The job of a successful hosting service provider, according to Christian Teeft, CTO, Zayo, is to "reside" ahead of the technology curve and to provide customers the leading-edge systems and expertise they expect. Zayo, an HPE CloudAgile partner, is a leading provider of hybrid cloud hosting and data center solutions to mid-sized businesses, enterprise customers, and government agencies. As a client-centric company, Zayo caters to companies that demand more from their IT infrastructure partner. That's why Zayo relies on a unified HPE 3PAR StoreServ storage architecture, and recently welcomed the HPE 3PAR StoreServ 7450 high performance all-flash array to support its burgeoning big data clientele. Zayo also employs a variety of HPE ProLiant DL-series 350/360/560 Gen8 servers and an HPE BladeSystem c7000 Enclosure in conjunction with the HPE 3PAR StoreServ 7450.

"One of our recent goals at Zayo was to acquire high performance storage that excels in multi-tenancy support in order to service our growing big data customer performance demand," explains Teeft. "Even though we are an HPE partner, we still ran the HPE 3PAR StoreServ 7450 through the competitive bake off, and found it definitely leads the pack for performance and workload management.

Case study
Zayo

Industry
Cloud hosting/
service provider

Page 2

For our own business needs as a hosting provider, its multi-tenancy support provides us data isolation for ultimate security, and widens our competitive advantage by offering the highest performance storage available today."

Guaranteed performance rate boosts customer confidence

In addition to multi-tenancy functionality, Teeft also evaluated for the ability to "guarantee" the performance level each customer required. New customers come to Zayo looking for guaranteed performance, telling tales of promises that didn't meet expectations. He wanted a multi-tenancy array with which he could offer a promise, and then keep it. The HPE 3PAR Priority Optimization software allows Zayo to take full control of performance by specifying minimum and maximum limits in the HPE 3PAR StoreServ multi-tenant environment. If these goals are not met, the system automatically adjusts the service levels of lower-priority applications and workloads.

"HPE 3PAR Priority Optimization protects applications from monopolizing resources by a single tenant, which is golden to us as a hosting provider," adds Ray Littlefield, storage engineer at Zayo. "This strategic ability is unique to Hewlett Packard Enterprise storage, as were many of the primary features that sold us on the HPE 3PAR StoreServ 7450 for our big data platform. Our customer base is very savvy and, having been disappointed by performance promises, are demanding guarantees. That's what we and HPE deliver."

HPE feature-rich, all-flash array platform proves ideal for hosting

As Teeft and Littlefield discuss the anatomy of their HPE-based 3PAR StoreServ storage strategy, they concur that the litany of native HPE 3PAR StoreServ 7450 features seems custom-made for Zayo's hosting requirements. Hewlett Packard Enterprise offers the only platform that guarantees a 50% reduction in capacity requirements with hardware-assisted thin storage, thereby significantly reducing the effective cost of flash media. In fact, in practice, Littlefield

says that the capacity savings turns out to be four to one at Zayo.

But what does the HPE 3PAR StoreServ 7450 have to offer from an IT engineer's perspective? HPE 3PAR StoreServ technology means the chance to be more effective and leverage duties among the IT staff. According to Littlefield, the HPE 3PAR StoreServ management tools make it easy to utilize its many features. For example, he cites that, due to the efficiencies realized with the HPE 3PAR StoreServ 7450 multi-tenant capability, he and the staff save about 80 hours spinning up a new customer.

"Considering labor savings, time savings on cabling, and ease of management, we can now field a new customer who needs big data storage ASAP, and have them running in hours," he emphasizes. "If we had to use non-HPE storage, it would take us days to provision the same customer, and a lot more IT staff labor. That's a benefit to the customer and a benefit to us. Time saved is channeled directly back into customer service."

Teeft expands how HPE 3PAR StoreServ management tools allow Zayo to extend storage visibility to our customer portal for increased customer optics into its solution. Because of the investment HPE made in exposing all the commands via API(s), Zayo was able to integrate simple tasks into our workflow and management systems via our DevOps organization ultimately streamlining the provisioning of new solutions.

HPE 3PAR StoreServ 7450 provides high performance upgrade path for customers

HPE 3PAR StoreServ 7450 multi-tenancy and ease of management satisfies the big data customers—that's why Zayo purchased it. But the system also provides an extra comfort level to existing customers who might need a high performance upgrade path, or even HFC support for a new acquisition or application. By design, Zayo employs HPE 3PAR StoreServ storage at its lower tiers as well. Since all HPE 3PAR StoreServ systems utilize the same management tools and Converged Infrastructure, it's a simple and seamless migration, when and if a customer needs to upgrade.

Customer at a glance

Application
HPE 3PAR StoreServ 7450 provides multi-tenancy high performance storage-as-a-service for hosted Zayo customers with big data needs, both in traditional managed hosting and private cloud environments.

Hardware
- HPE 3PAR StoreServ 7450 Storage
- HPE ProLiant DL360 Gen8 Server
- HPE ProLiant DL350 Gen8 Server
- HPE ProLiant DL560 Gen8 Server
- HPE BladeSystem c7000 Enclosure

Software
- HPE 3PAR Security Software Suite
- HPE 3PAR Priority Optimization
- HPE 3PAR Thin Suite
- HPE 3PAR Recovery Manager Suite
- HPE 3PAR Replication Software Suite
- Windows® 2012
- Red Hat® Linux® V6

Services
- HPE 3PAR StoreServ 7000 Storage Installation and Startup Service
- HPE 3Y 6 hour Call to Repair Proactive Care Service

Sign up for updates

★ Rate this document

Hewlett Packard Enterprise

"The HPE 3PAR StoreServ 7450 stood out as the obvious choice to extend our storage services to a next generation platform. Its multi-tenancy support allows us to leverage our investment by adding customers on demand and spin up their storage in hours, putting our savings into competitive pricing. It's a real win: Zayo is already gaining new business due to the power of the HPE 3PAR StoreServ 7450."

— Christian Teeft, CTO, Zayo

"Software as a Service (SaaS) and big data customers have pushed a segment of our hosted customers, both large and small, into real-time, they need scalable storage capacity on demand, and they need it now," says Teeft. "Often, an Internet customer of ours might have an unknown and wildly fluctuating storage need, due to factors such as marketing campaigns, holiday seasons, and the successful launch of new applications. With the HPE 7450 we can give them as much storage as they need, as soon as they need it. Fulfilling this need, really gives us a large competitive advantage–and we have the new business to corroborate it."

Benefits for host and hosted alike

A common theme which repeats throughout the successful saga of Zayo and its new HPE 3PAR StoreServ 7450, is that it's a win/win—for Zayo, and for its customers.

All the features add up to efficiency and competitive advantage for Zayo. Littlefield interjects, "Don't forget the wear-level indicator on the HPE 7450 which gives me a total lifespan report so I know when to refresh with certainty."

And for the customers, the all-flash array provides high IOPS, flexibility, guaranteed performance, and scalability. Cutting-edge high performance, on demand, in a matter of hours.

"From a service provider perspective, our customers expect us to be ahead of the technology curve," concludes Teeft. "They look to us for best practice solutions that they can grow into—they look to us to be expert in our field. The HPE 3PAR StoreServ 7450 helps us gain new business and increased efficiencies of scale, which we then pass on to the customer. You can't be an expert without expert technology to back you up."