VELOXUM
Active Continuous Optimization

Global Petroleum Pipe Company Sees Immediate Tangible Benefits in Server Utilization and Storage Performance

Veloxum for Citrix increases user productivity, improves server utilization, and reduces backup time at Petroleum Pipe Company, enabling disparate global offices to meet customer demand.

Petroleum Pipe Company Ltd (PPC), internationally recognized as a leading supplier of pipe to companies in the oil, water and gas industries, has established a worldwide network of offices spanning almost every continent. A testament to PPC's quality standards is its ISO 9002 certification. PPC rely on their IT infrastructure to deliver on their service promise to internal and external customers.

"The Veloxum software is a powerful tool which delivered considerable value immediately… Those guys really know their stuff and within minutes you know you're in good hands. We trust them."

Chris Starling,
Group IT Manager
Petroleum Pipe Company, Ltd.
London, England

Challenges

- Provide reasonable Citrix Virtual Desktop (VDI) performance SLAs for disparate low bandwidth locations
- Reduce the backup window
- Alleviate the burden on disk I/O and avoid investment in storage hardware

Solution

- Install Veloxum for Citrix across PPC's global infrastructure

Impact

- £600k (est.) annual saving across 5 locations with 60% increase in user productivity over Citrix VDI alone
- £120k (est.) CAPEX & OPEX savings in storage hardware
- 25% increase in server utilization in processing transactions
- 50% reduction in backup window

Enabling growth across remote locations

PPC is a complex global organization that sets up and continuously archives many (sometimes competitive) projects. To ensure project security, PPC dedicates a virtual server to each new project, then, at the end of its life, 'mothballs' the project and reallocates retrieved disk space, creating a truly dynamic environment that requires costly, resource-intensive maintenance.

As PPC has grown its international reach, its infrastructure has been stretched, particularly in regions such as the Middle East where unreliable bandwidth and remote workers have challenged their cloud model. Citrix eased some pains but did not help the people on the ground. PPC deployed WAN optimization technology and a smart load balancing technology but were still lacking a complete solution, especially for low bandwidth locations which were placing a heavy burden on the IT team.

Chris Starling, Group IT Manager, explains, "Read and write latency was becoming a real issue and slow transactions over Citrix were costing the business in lost productivity. The web server farm hosted a lot of demand for disk IO and we were noticing a lot of issues with speed to the disks. Storage and backup were operating at maximum capacity but failing to meet demand and so we were facing a significant capital investment." PPC looked at replacing the main HP Array which houses the SQL database and the index files for archive manager, which is extremely disk intensive, with a higher speed disk set. The database grows all the time, which is part of the problem.

A complete solution

PPC needed to achieve optimum possible performance on Citrix and Terminal Services. As Starling outlines, "We know that a consultant led approach does not match our environment. We needed a solution that could interrogate every detail and configuration of our global IT environment and tune all the settings accordingly and we needed a truly dynamic solution that would do this constantly, not just once, or once a week."

Veloxum is the only software vendor application that can measure, evaluate and improve the performance of both the clients and servers in a distributed application environment. "We installed Veloxum across half of our servers and gained an average of 25% more server utilization resulting in increased VDI sessions in our environment. We run some of the servers in automatic remediation mode and some in manual remediation mode. We simply trust and accept the recommended changes the Veloxum software makes."

Veloxum was an easy choice to make for Starling, "The Veloxum software is a powerful tool which delivered considerable value immediately. Before the software was installed and could speak for itself, what cinched the deal was the confidence we felt after meeting the Veloxum team. Those guys really know their stuff and within minutes you know you're in good hands. We trust them."

More efficient NAS throughput brings CAPEX savings

Veloxum improved disk performance by 50% over Citrix, removing the bottlenecks where read and write queries were previously queuing up and halving query times.

PPC use Quest Archive Manager globally to manage their email, and found it was coming under threat as the NAS boxes were bottlenecking, running at 100% capacity but not coping with demand. PPC saved an estimated £120k over a year in capital expenditure and operating expenses with Veloxum, which reduces the thrashing and the bottleneck issue.

Greatly Increased Productivity

Veloxum reduced the end user transaction wait time over Citrix in low broadband locations from an average of 15 to 5 minutes, which increased productivity by over 60%, an estimated annual cost saving of £600,000 over just 5 remote locations in lost hours due to latency. Starling is relieved, "Remote users no longer have to work through the small hours of the morning to get useable bandwidth, user frustration is alleviated and the management team is satisfied."

Better Reporting & Compliance

Starling is delighted that 100% of transactions in a build are going straight onto the system giving him confidence that in seconds the finance team, sales team and management can get an accurate view of the business which, for an ISO accredited organization, is crucial.

Relatively small compared to the big players in the market, PPC have been supplying the majority of leading companies in the oil industry since 1975. Agility is a key factor to their success and Veloxum fits beautifully enabling them to stay lean and competitive.

About Veloxum

Veloxum was founded with the vision to apply active and continuous optimization to manage complex IT environments for optimum performance. The Veloxum team has a combined industry experience of over 80 years and cover the disciplines of networking, servers, applications, operating systems and high speed data transfer. Individually, they designed some of the most advanced WAN, LAN and Fibre Channel analyzers available today. The team incorporated this knowledge into the first optimization solution to attack the problem of resource contention at the physical and virtual layers of infrastructure and applications. The solution enables IT organizations to dramatically reduce CAPEX and OPEX spending, and simultaneously improve performance.

About the Software

Veloxum actively and continuously optimizes virtual infrastructure to reduce resource contention, maximize performance, and increase workload density up to 50%. It is an out-of-band solution that uses the existing systems and tunes the various components within manufacturer supported settings.

Contact Us

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