

DataChambers

EMC solutions help propel business growth at IT service provider



ESSENTIALS

Industry

IT Service Provider

Company Size

Data centers in Winston-Salem, Raleigh, and Charlotte, N.C.

Business Challenges

- Customer uncertainty about cloud
- Disparate, multi-vendor storage infrastructure
- Need to support ongoing virtualization and new client offerings with unified, scalable storage

Results

- Enhanced services portfolio with secure and stable Infrastructure as a Service offering
- Provided comprehensive DR strategy to protect internal data and enable Disaster Recovery as a Service
- Maximized storage via fully automated storage tiering
- Shortened management time through integration with VMware

ENABLING SERVICE OFFERINGS, DELIVERING VALUE

[DataChambers](#), a full-service information technology and managed services provider, wanted to expand its cloud services offerings to include Infrastructure as a Service in order to address clients' concerns regarding security and lack of control around cloud. The company also wanted to ensure data integrity and security for its external clients as well as internally. In addition, the company wanted to enhance its world-class disaster recovery (DR) capability which already included redundant data centers to protect not only its internal infrastructure, but also to support Disaster Recovery as a Service for its clients.

In order to accomplish these business goals, the company needed to replace its multi-vendor and localized storage. DataChambers chose the EMC® VNX® and EMC VNXe® family of hybrid storage systems.

As a result of the EMC solutions, DataChambers has developed an Infrastructure as a Service offering that is [propelling](#) the company's business forward. The company has also developed a comprehensive [disaster recovery](#) solution that includes three fully redundant data centers and enables its Disaster Recovery as a Service offering. EMC enables DataChambers to [maximize](#) its storage, [reduce costs](#), and provide peace of mind to its customers.

SOLUTIONS

After evaluating storage solutions from several vendors, DataChambers deployed VNX5200 high-performing unified storage systems and VNXe3200 storage arrays to support both internal storage requirements and its client offerings. The deployment includes the EMC FAST™ Suite, consisting of FAST Cache and FAST VP, and flash and high-capacity disk drives. DataChambers runs approximately 62 percent of its workloads on flash drives, which account for just 10 percent of total capacity.

Using VMware® vSphere®, DataChambers has virtualized about 80 percent of its environment, including Microsoft Exchange and reporting and service management systems, both of which place an intense workload on backend Microsoft SQL Server databases.

DataChambers has also deployed EMC RecoverPoint® and VMware vCenter™ Site Recover Manager™ to provide continuous data protection and any-point-in-time recovery for the company's new DR strategy.

"Previously we were relying on a collection of multi-vendor storage arrays and local storage," explains Michael Lewis, Manager of Systems Administration at DataChambers. "We needed a unified and highly scalable storage platform specifically designed for big data and virtualized environments."

REDEFINE

CUSTOMER PROFILE

Solutions

- EMC [VNX](#) and [VNXe](#) unified storage
- EMC [FAST](#) Suite
- EMC [RecoverPoint](#)
- VMware vSphere
- VMware vCenter Site Recovery Manager
- Microsoft Exchange, Microsoft SQL Server

“Our decision to choose EMC came down to support and also replication technology,” he continues. “Based on my work with EMC in previous roles, I knew we could count on world-class technical, sales, and marketing support. And not only is the scalability and stability of the technology second to none, but the replication provided by RecoverPoint is something that is truly not available from any other vendor.”

DRIVING BUSINESS FORWARD

Many of DataChambers’ clients were concerned about the security of public cloud offerings such as Amazon. But with VNX, DataChambers has expanded its client services to include a secure, hybrid cloud alternative to these public cloud services. The company’s new EMC-based Infrastructure As a Service offering has propelled the company’s business growth by providing the framework for an additional cloud offering.

“EMC’s long track record of building stable, secure, and scalable solutions has enabled us to create a highly attractive offering from both a performance and a price perspective,” Lewis says. “The peace of mind that EMC provides has gone a long way towards helping us overcome misconceptions about the cloud and educate our clients on the safety and security of these solutions.”

“Our partnership with EMC is absolutely critical to our company’s success. EMC, over and above any other company that we have dealt with, is interested in helping us move our business forward. It’s been a huge advantage for us.”

Michael Lewis
Manager of Systems Administration at DataChambers

Lewis believes that EMC is committed to helping DataChambers uncover new opportunities and to develop the best possible solutions for its common customers.

“In that regard, our partnership with EMC is absolutely critical to our company’s success,” says Lewis. “Our relationship with EMC is one of the biggest values out of this for us. I really can’t touch on this enough. EMC, over and above any other company that we have dealt with, is interested in helping us move our business forward. It’s been a huge advantage for us.”

COMPREHENSIVE DISASTER RECOVERY

DataChambers has been developing a world-class DR capability with redundant data centers to protect not only its internal infrastructure, but also to support Disaster Recovery as a Service for its clients.

With each site running a VNX5200 storage platform, RecoverPoint, and Site Recovery Manager, DataChambers has expanded its operations to two fully redundant data centers—one in Winston-Salem and the other in Raleigh, N.C. In addition, a third VNX5200 will soon be installed in the company’s Charlotte, N.C. facility.

“The objective for our DR strategy is to ensure that we can run the entire business out of any of our facilities should the business require it,” Lewis says. “Given the critical nature of our business, it was essential to have a testable and stable recovery plan with a simple process for failing over our core business applications to additional redundant sites. The EMC solutions have provided that, and they’ve also given us a demonstrated and repeatable DR strategy to recommend to our clients.”

Company Overview

DataChambers is an IT solutions company specializing in enhanced cloud, enterprise management, and data center colocation services. The company helps mitigate the upfront costs and capital expense businesses face when attempting to design, execute, and operate highly sophisticated IT projects on their own. DataChambers builds redundancy (no single point of failure) and durability into every critical component of its facilities to guarantee uptime and to ensure the availability of its customers' mission-critical IT infrastructure.

MAXIMIZING STORAGE AT REDUCED COST

With fully automated storage tiering provided by the EMC FAST Suite, DataChambers can leverage a very small number of flash drives—only 10 percent of the company's overall disk inventory—to maximize storage efficiency. FAST delivers the highest performance levels to critical applications, while serving less critical data from less expensive, high-capacity drives.

"With the FAST Suite, we've been able to extend the high performance of flash, with a minimum number of drives, to practically our entire workload. In fact, we've estimated that about 62 percent of all reads are being served out of FAST Cache," Lewis notes.

He continues, "The partnership with EMC enables us to maximize our return on investment by leveraging a relatively small amount of flash and use it across a large environment—the best of both worlds."

DELIVERING VALUE TO CUSTOMERS

In addition to providing optimized storage, the seamless integration of the VNX and VNXe with VMware enables powerful efficiencies.

"The ability to manage the storage platform and perform common array tasks from within the VMware administrator console simplifies management and shortens the time we spend to keep the overall infrastructure running effectively," Lewis says. "Since time is money in our business, we're able to pass on the savings to our clients."

Lewis adds that the VNXe3200 platforms provide the ideal balance of cost efficiency and power for deploying clients' storage solutions.

"The VNXe3200 is absolutely the best value in the affordable unified storage space. It means we're able to offer top-performing storage to clients at a better price without compromising on functionality. EMC doesn't position itself necessarily as a value leader, but when you put it up against a similarly-configured NetApp system, there is just no comparison. And seeing the EMC label gives our clients even greater peace of mind that their data is secure."

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller, visit www.emc.com, or explore and compare products in the [EMC Store](#).

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