Data Comfort
Providing your business

DATA COMFORT | PROBLEM SOLVED

Data Comfort meets customer demands for guaranteed uptime and immediate data access with its latest-generation cloud infrastructure.

Delivering Advanced Cloud Infrastructure Capabilities to Customers

Cloud service provider Data Comfort turned to NetApp for help with capitalizing on new market opportunities by implementing an advanced cloud infrastructure. With new service offerings, the Dutch company gives customers the performance, choice, and control that they need for their businesses. NetApp® solutions also enable Data Comfort to better manage its own internal data growth and costs.

75%
productivity improvement for customers, with decreased application load time

Reduced time to obtain storage from
2 hours ▶
1 second
with automated self-service

NETAPP.COM/CONTACT

n NetApp®

In the cloud business, it's not enough to just be connected. Customers demand new applications and business improvements every day. Reliability, speed, and scalability are top-of-mind challenges. Data Comfort's customers are no different. "Our customers are asking us whether we can guarantee uptime and whether we can guarantee immediate access to their data," says Harry Mauritz, chief technology officer at Data Comfort.

As Data Comfort strove to meet customer expectations and to map future offerings, it simultaneously grappled with the demands of internal data growth. "We consistently see 30% data growth each month," says Mauritz. "It was staggering to manage the growth alone, but we also have to provide reliable, fast data access. If we don't, customers will find a new provider. Evolving our data infrastructure was mission critical."

Data Comfort evaluated its options and brought in NetApp's go-to-market consultancy team for service providers. Together, they designed an advanced cloud infrastructure that is fueled by NetApp SolidFire® technology, and they developed a plan for monetizing that infrastructure. "We wanted to parlay the investment into services," explains Mauritz. "With NetApp, we can tier the data and guarantee performance at an IOPS level per volume. That's completely new, and it gives our customers the control and the choice that they want for their business workloads."

After the initial planning, Data Comfort implemented its new cloud infrastructure in just half a day. After the implementation was complete, Data Comfort performed a dark test, turning off all power to the system and then rebooting to check performance. The IT team was amazed at how quickly the system came up without any failures. That speed and stability are selling points to the company's customers and prospects.

DELIVERING PERFORMANCE, PRODUCTIVITY, AND PEACE OF MIND WITH QOS

Today, Data Comfort is managing internal growth while providing its customers the speed, flexibility, and reliability that they require. SolidFire helped the service provider scale to meet its data growth needs. The load-balancing capabilities helped Data Comfort expand granularly without affecting the business.

Quality-of-service (QoS) features are of huge benefit to Data Comfort and its customers. "We can set minimum, maximum, and burst I/O policies for each volume," explains Mauritz. "Because of that, we can guarantee performance for

■ NetApp®

every workload, and we don't have to worry about a resource-hungry application slowing a neighbor's systems."

One such customer has seen huge improvements in a critical application's speed. That customer typically waited 20 minutes for the application to compile each day. Now the customer has increased the volume's IOPS and cut the wait time to 5 minutes. That 75% performance improvement translates directly to the customer's daily productivity, according to Mauritz.

Data Comfort has gained so much value from the NetApp QoS features that its newest service offering, IOPS as a Service, is based on

those features. This new service enables Data Comfort to further tier its offerings and to enable customers to add storage as they need it, with predictable performance.

CONTROLLING COSTS BY EMPOWERING CUSTOMERS

Data Comfort also leverages integration with VMware vCloud Director, enabling customers to self-provision storage.

"It gives customers another option if they want more control over their data and management. They don't have to work through Data Comfort to make a request and wait for it to happen," explains Mauritz. "They can manage their virtual machines, add storage, and add power."

SHIFTING THE CUSTOMER CONVERSATION CHANGES THE GAME

Data Comfort's new infrastructure capabilities are helping the company shift customer conversations from tactical workloads to strategic discussions. "Now we talk about how to speed their business instead of IOPS and gigabytes," says Mauritz. "It's helping us tailor our offerings and bring more value to our customers. All of this is a great differentiator that helps us grow our business."

SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp SolidFire

LEARN MORE

www.netapp.com/us/products/storage-systems/all-flash-array/solidfire-web-scale.aspx

NETAPP.COM/CONTACT +1 877 263 8277