



Backbone

ATLANTIS REDUCES STORAGE CONSUMPTION IN HIGH PERFORMANCE DESKTOP-AS-A-SERVICE SOLUTION



The cloud services provider Backbone uses a software-defined storage solution from Atlantis Computing to **reduce its storage consumption by over 75%** and optimise the profitability and performance of its remote desktop service.

A well-respected technology solutions provider, Backbone had been offering desktops-as-a-service for eleven years and was incredibly proud of its track record in maintaining high levels of customer satisfaction. However, the company's reliance on traditional storage solutions was restricting its ability to evolve its virtual desktop infrastructure (VDI) profitably and flexibly, to meet customer expectations. "The biggest challenge we had was that our existing storage did not offer deduping and compression capabilities and this threatened to degrade performance," explains Praveet Zain, chief technology officer at Backbone. "We wanted to find a new storage solution that would optimise the end user experience, while giving us greater flexibility in how we delivered our service."



CRITICAL BUSINESS AGILITY

Prior to selecting a software-defined storage solution from Atlantis, Backbone evaluated a range of storage solutions from eight to ten different vendors. "One of the most compelling reasons for selecting Atlantis was the flexibility of its USX solution," Zain recalls. "Atlantis supports hybrid storage infrastructures as well as modern hyperconverged storage systems. This enables us to leverage our existing storage products initially and then migrate to a new storage platform leisurely, to minimise our initial costs, avoid disruption for customers and enable us to maintain our high quality user experience." This flexibility, inherent to all Atlantis solutions, gives Backbone critical business agility, allowing it to continually enhance its desktop-as-a-service solution over time. Zain also points out that "USX has good monitoring and reporting capabilities, which help to inform business decisions regarding the profitability and development of Backbone's services."

CHALLENGES

- Continue to meet customer expectations with a high performance desktop-as-a-service solution
- Gain added flexibility to support the profitable development and expansion of the service

SOLUTION

- Atlantis USX Software-Defined Storage Solution

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Mike Wills

Managing Director

Backbone

OVER 75% MORE STORAGE CAPACITY

The deduplication and compression capabilities of the Atlantis USX solution enable Backbone to optimise its existing storage and gain a better return on its previous investments in storage capacity. "Since deploying Atlantis, Backbone has reduced its storage capacity consumption by 75-80%," says Zain. "We no longer waste our available capacity and have been able to defer the purchase of additional storage products."

Most significantly, the use of Atlantis USX allows Backbone to deliver more desktops on the same storage infrastructure and therefore expand its VDI service cost effectively. Zain reports, "The storage capacity previously allocated to one end user now supports six to eight users, while maintaining the same level of performance. This helps us to improve our profit margins, as well as increase value for our customers, as they gain more storage for the same cost."

A QUALITY DESKTOP EXPERIENCE

Backbone takes advantage of the smart acceleration capabilities of Atlantis' products to maximise performance for users and ensure that all desktop applications load and run very quickly. "We pride ourselves on our customer service, and happy users are very important to us," says Mike Wills, managing director of Backbone. "We are able to leverage the performance that Atlantis provides to give end users a high quality desktop experience that is often better than the performance they previously had on local desktops."

In tests conducted by Backbone, the Atlantis solution delivered in excess of 40,000 IOPS when in 'energy efficiency' mode, a setting that minimises power consumption to reduce electricity costs. This is really important to the company, because, as Zain observes, "The cloud-based IT services market is very competitive." Atlantis allows Backbone to deliver the performance that end users expect and need, while ensuring that its service is cost effective.

SCALABILITY FOR BUSINESS GROWTH

As the company grows and wins more customers for its desktop-as-a-service solution, it will be able to gradually add more storage capacity to accommodate the additional demand. It is currently migrating around 2,000 users over to the Atlantis platform from its legacy systems and can, in fact, accommodate three times this number of users. "We are very confident that the storage infrastructure we have created using Atlantis will enable us to expand quickly and flexibly to meet new demand for our service," says Zain.

The company plans to use the surplus capacity in its Atlantis storage platform to support other remote IT services in the future, such as DR-DaaS. It is in the process of developing a new remote disaster recovery service, which, without the capabilities of Atlantis USX, would be a cost prohibitive exercise. "Atlantis USX is a future-proofed product," Zain asserts. "The features available in Atlantis will protect our investment in our desktop-as-a-service solution for at least the next two or three years, as well as help us to create brand new revenue streams for the business."



BENEFITS

- 75-80% more capacity from existing storage products
- A high quality desktop experience for end users
- Greater agility to adapt the VDI service over time
- Scalability for business growth

VIRTUALISED IT ENVIRONMENT

- Microsoft Windows Server 2008 R2 / Windows Server 2012 R2
- VMware vSphere and Horizon DaaS
- HP and IBM servers
- Atlantis USX software-defined storage
- XIO Hybrid Storage Arrays
- BROCADE, A10 and CISCO Networking

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CTO

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