



SUCCESS STORY
Service Provider



IMMEDION | PROBLEM SOLVED

To deliver 100% uptime and to innovate new cloud, networking, and data center services, Immedion leverages the broad NetApp® portfolio, including SolidFire®, StorageGRID®, and Cloud Backup technologies.

Always-On Service Provider Leverages the NetApp Portfolio to Drive Business Growth

As a growing regional data center services and infrastructure-as-a-service (IaaS) provider, Immedion delivers enterprise-level solutions with agility and hands-on attention. Immedion's success in a competitive marketplace hinges on the company's ability to deliver always-on service and predictable performance, competitive product and service innovations, tailored solutions across industries, and cost-saving efficiencies.

100%

uptime for
2 consecutive years

65%

annual public cloud
workload growth for 3 years,
without adding staff

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 **NetApp®**

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Brad Alexander
Vice President and Chief Technology Officer, Immedion

EXCEPTIONAL CLOUD, DATA CENTER, AND MANAGED SERVICES

Since 2007, Immedion has helped businesses—from global manufacturers to local law firms—meet their IT space, server power, disaster recovery, and regulatory compliance needs. With Immedion’s customized solutions, mission-critical data and systems remain safe, secure, and always accessible. As a data center services and IaaS provider, Immedion has grown substantially over the years through a strategy of targeted expansion in the Southeast and Midwest markets that it serves. In 2016, Immedion acquired the Cincinnati, Ohio, data centers of Appica. In addition, Immedion is expanding its services portfolio to meet a comprehensive range of customer needs in a consumption-based, cost-effective, and convenient “as-a-service” delivery model.

“We’re not going to say, ‘Here’s your private cloud, see you later,’” said Brad Alexander, Immedion’s vice president and chief technology officer. “We bring the entire solution—disaster recovery, backup, and networking server management—so that our customers can let go

of the infrastructure side of their businesses and put their IT people to better business use.”

Immedion started working with NetApp in 2012, using NetApp FAS to grow its public cloud virtual workloads by 600% in just 18 months. Today, the company is leveraging the broad portfolio of NetApp solutions—including SolidFire, StorageGRID, and Cloud Backup (formerly AltaVault™) technologies—to continually roll out new and innovative services. Immedion takes advantage of the Fueled by NetApp Service Provider Program to drive growth while supporting customers’ digital transformation.

“Fueled by NetApp lets us leverage NetApp’s critical industry knowledge to come out of the gate with more attractive, cost-effective offerings,” said James Williamson, Managed Services engineer at Immedion.

SOLIDFIRE UNDERLIES THE PUBLIC CLOUD

In Immedion’s multitenant cloud environment, SolidFire all-flash storage delivers guaranteed quality of service, dynamic scalability,

BUSINESS BENEFITS

By using NetApp SolidFire, StorageGRID, and Cloud Backup technology, Immedion can:

- Deliver 100% uptime.
- Reduce consumption of space, power, and cooling.
- Grow the public cloud workload by about 65% a year without adding staff.
- Accelerate performance by 6 times, with 75% hardware reduction.
- Expand its range of services to offer total solutions.
- Enter new markets through acquisition and organic growth.

time-saving automation, and global efficiencies.

“The primary business focus behind selecting SolidFire was performance,” Alexander said. “We wanted to offer tiered storage to our enterprise customers who are running database-driven applications. SolidFire provides a consistent high-performance experience from customer to customer, with no noisy neighbors.”

SolidFire enables Immedion to run tier 0, high-performance storage in its cloud environment with guaranteed IOPS. The company can quickly grow its platform by adding nodes, making it easy to expand its cloud infrastructure to support new customers, also reducing risk and better aligning revenues and expenses. Because adding a node is as easy as racking and connecting it to the network, the task is fast and doesn't require high-level storage engineers. Immedion can therefore reduce staffing costs while increasing business agility. Meanwhile, the time to provision and deploy storage has dropped from months to as little as 1 week, including shipping.

And by leveraging SolidFire APIs, Immedion uses automation and orchestration within VMware to tag customers' service profiles and to provision the required IOPS. “Customers are generating workloads all the time,” Alexander said. “We're leveraging SolidFire APIs to create an elastic public cloud.”

Performance consistency and scalability drew Immedion to SolidFire, but when the company started using the solution, it also benefited from the always-on deduplication and compression efficiencies of the arrays. Immedion's performance tier is now 6 times faster, with 25% of the former overall hardware.

“I'm opening up floor space. I'm saving on power and cooling,” Alexander said. “SolidFire is one of the fundamental pieces that has helped us grow our cloud.”

NETAPP PORTFOLIO SUPPORTS COMPETITIVE DIFFERENTIATION

Immedion serves multiple large manufacturing firms. One of them runs a large Microsoft SQL Server for its enterprise resource-planning

application. Simply by increasing the number of IOPS in its SolidFire array, Immedion cut the customer's latency in half. Performance like that is a compelling competitive differentiator.

Immedion also serves customers who, to leverage Internet of Things (IoT) technologies, want to ingest massive amounts of endpoint data into Immedion object stores. Those object stores provide accelerated caching and fast retrieval because of Immedion's geographic proximity to its regional customers. In this arena, StorageGRID Webscale underlies Immedion's competitive service offerings.

STORAGEGRID AND CLOUD BACKUP ENABLE BAAS

Immedion has long offered backup as a service (BaaS) to its data center customers and recently rearchitected its back-end storage to allow customers outside of its data centers to consume the BaaS capability. To enable BaaS, Immedion chose StorageGRID Webscale 11, coupled with NetApp Cloud Backup services.

StorageGRID Webscale is a distributed object storage system for long-term protection of fixed-content data. Cloud Backup cloud-integrated storage appliances enable data backups to any cloud. Immedion uses StorageGRID and Cloud Backup in conjunction with Commvault or Veeam software to

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deliver cost-effective, simple hybrid cloud data protection.

“We can now meet new strategic initiatives for public-facing storage,” Alexander said. “This is our first API-driven product release. It’s a big technology benefit to the DevOps community; we can offer them easy-to-use container-based services and web-based storage. It allows us to reach into new markets.”

LOOKING AHEAD: BUSINESS GROWTH AND INNOVATIVE NEW SERVICES

The next steps for Immedion include proof-of-concept testing of NetApp HCI to support new on-premises

managed services for customers. NetApp HCI is the only true enterprise-scale hyper converged cloud infrastructure solution capable of transforming and empowering your organization so you can move faster, drive operational efficiency, and reduce costs. It can easily run multiple applications with the predictable performance that customers demand, and deploy in minutes with a turnkey cloud infrastructure that eliminates the complex management of traditional three-tier architectures. Immedion’s relationship with NetApp, Alexander said, is strategic. Ongoing conversations align Immedion’s service innovations with the constantly advancing NetApp portfolio.

“With NetApp as our storage backbone,” Alexander said, “we will be going into new markets and exploring new opportunities to provide competitive total solutions for our customers.”

SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp SolidFire

NetApp StorageGRID

NetApp Cloud Backup (formerly AltaVault)

NetApp AFF

LEARN MORE

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

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NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit www.netapp.com. #DataDriven

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