



VirtueCom Realizes Massive 90% Acquisition Cost Savings in Moving to Gridstore



Customer Overview

VirtueCom, based in Denver, Colorado, is a US-owned IT consulting company that provides cost-effective, groundbreaking technologies in virtualization, cloud computing, IT consulting, and VOIP phone solutions. VirtueCom brings to its customers a cost-effective, holistic approach, minimizing downtime, maximizing return on investment, and boosting productivity. VirtueCom provides savings and value to customers well beyond what most SMBs are accustomed to from outsourced IT companies. VirtueCom's motto is "Enterprise Solutions at a Small Business Price."

Challenge: Finding enterprise-class storage at a small-business price

As a cloud managed service provider, VirtueCom had been searching for a cost-effective, alternative storage solution to their current installation for some time before finding Gridstore. "Just to get started, an enterprise-class storage investment can be as much as \$100K for an empty chassis," said Onami Bernheim, CEO of VirtueCom. "With almost every other enterprise-class vendor we would have paid \$500K for the storage capacity, performance and redundancy that we needed."

VirtueCom provides 99.99% uptime for its Service Level Agreements, fully hosting clients' cloud infrastructure end-to-end, according to Bernheim. "And the most expensive aspect of cloud computing is the data storage. Storage grows at an average of 200% each year, and with legal requirements, everyone keeps everything. Storage is typically so expensive that most small to medium enterprises keep only their most recent information and move the rest off the cloud for cost and convenience. With Gridstore, all of our clients' information is always at the ready in the cloud."

VirtueCom's previous infrastructure included Dell PowerVault direct-attached storage that "saw a great deal of down time for maintenance and expansion." Gridstore was brought into VirtueCom as a company-wide storage solution when it purchased two grids, one with six 4TB capacity nodes along with a second with seven 4TB capacity nodes for a total of 54TB, running on Dell servers in a Hyper-V environment. The two systems both offer primary storage and replicate to each other, providing the redundancy VirtueCom needs. According to Bernheim, their acquisition cost has been reduced by approximately 90% from what it would have been if they had gone with the equivalent capacity from either NetApp or EMC and 70% if they had gone with Dell's EqualLogic.



Solution Highlights

- A move away from Citrix to Hyper-V
- Two grids: Six 4TB capacity nodes for replication accompanied by seven 4TB capacity nodes for a total of 54TB
- Microsoft Systems Center supporting Hyper-V

Solution: Performance increase is dramatic; reliability and value are strong with Gridstore

"There were several benefits worth noting in our move to Gridstore," said Bernheim. "With Gridstore, one of the first benchmarks was performance. Each grid VirtueCom has in place has another grid as backup for replication, failover and maintenance without downtime. Gridstore's reliability is strong. We can now move workloads around on the fly, without any downtime to our clients."

Additionally, the VirtueCom cloud offering has greater storage capacity and increased performance when compared to the prior installation. The additional storage combined with the cost-effective acquisition ensures VirtueCom will be able to onboard a significant increase in customers. The company estimates that by mid- to late 2015, their Gridstore acquisitions costs will be paid for by this customer expansion.

VirtueCom also had extremely high praise for its experience with what it called the "corporate culture" of Gridstore. "Gridstore was a true partner during the production test phase onward," related Bernheim. "It was important to us to work with a company that would partner with us and respond to and accommodate special requests in a timely manner. Gridstore has been extremely responsive to our unique engineering requests and willing to go the extra mile to ensure our storage experience met our expectations. Gridstore responded quickly and effectively above and beyond any vendor we've ever dealt with in storage."

Results: Gridstore provides VirtueCom with enterprise technology at a small business price

VirtueCom has realized several significant benefits since its Gridstore installation:

- The Gridstore installation at VirtueCom included two grids for a total of 54TB running on Windows Server in a Hyper-V environment, which provide both primary storage and cross replication to each other
- The Gridstore installation provided VirtueCom with a massive reduction in acquisition costs, up to 90% less than comparable solutions
- Performance was "dramatic" and reliability is "strong"
- Gridstore's customer support was "above and beyond any vendor we've ever dealt with in storage"

VirtueCom is also looking to the future with Gridstore. Their next objective is to test Gridstore's HyperConverged, All-Flash Hybrid Appliance later this year. The allure of integrated compute and storage in a single turnkey system is appealing to VirtueCom as its customer demands grow, it dictates that they provide more and more performance and capacity while mitigating server sprawl, rack space and power requirements. "Gridstore has demonstrated itself as an innovator in infrastructure solutions and a true partner in helping us grow our business."



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Results Highlights

- Massive acquisition cost savings, up to 90%
- Increased performance and availability
- Unmatched customer support
- On target for ROI in less than a year

"OUR ESTIMATES ARE THAT BY MID- TO LATE 2015, OUR GRIDSTORE ACQUISITION COSTS WILL BE PAID FOR BY EXISTING CUSTOMERS. THAT'S SOMETHING."

Onami Bernheim
CEO, VirtueCom

Certification

Microsoft Partner
Gold OEM

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