

# Softcat Delivers Innovative Storage Services to Customers

IT infrastructure provider leverages Zadara to offer its customers fully-managed enterprise storage with consumption-based pricing.

Softcat is one of the UK's leading IT infrastructure providers of workplace, data center, networking and security solutions combined with all the services required to design, deliver and support these on premises or in the cloud. They are passionate about outstanding employee satisfaction and world-class customer service - both of which inspire their flexible, friendly approach to business.



## Company Summary

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Softcat, a FTSE 250 listed company, is one of the UK's leading IT infrastructure providers.

13,000

customers

1993

year founded

\$833m

2017 annual revenue

## Seeking greater flexibility and faster response times.

As a service provider, Softcat are always seeking ways to improve the alignment of their businesses, operations, and services, and to promote greater flexibility and faster response times. Lately they realized this means joining the evolution of storage consumption that is transforming acquisition from a CapEx purchase into an OpEx service. OpEx storage is surging in popularity. A report by IT Brand Pulse that finds that 25% of storage spending is already OpEx and forecasts this will grow to 50% by 2020 and 80% by 2023.

## Searching for a superior storage solution.

Traditional vendors of enterprise data storage solutions remain committed to legacy CapEx storage, or have made only small steps to embrace OpEx, so Softcat began an intensive evaluation to discover more innovative storage. The three most important customer-centric goals for Softcat included: 1) secure multi-tenancy for service providers and single-tenant characteristics for customers; 2) the ability to increase and decrease capacity and performance, to maintain precise alignment with consumption; and, 3) comprehensive storage services, including block, file, and object protocols.

Softcat found there was one solution available that supported their goals - the enterprise storage-as-a-service solution delivered by Zadara. By selecting Zadara's on-premises deployment option, Softcat gets all the power of Zadara storage right from within their own data center facilities.



“Not only do Zadara have an agile financial model, they also have a fantastically agile operations team that supports our business 24/7.”

Paul Hyde,  
Platform Manager,  
Softcat



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### **A complete storage solution, now and in future.**

The Zadara solution chosen by Softcat includes a virtual private storage array (VPSA) with block and file services and object storage. Since Zadara includes free burst capacity on premises, this eliminates the need to negotiate new terms with the manufacturer, place orders for hardware and software, wait for delivery of additional capacity or performance, and manage the logistics of data migrations during upgrades or replacements.

### **Responding quickly to changing customer demand.**

Softcat's prior enterprise storage arrays did not offer all of the performance, scalability, manageability, reliability, disaster recovery, and business continuity that was needed and wanted by customers. Also, because Zadara includes comprehensive chargeback features, Softcat can accurately determine storage consumption and bill customers for the services they consume.

With Zadara, Softcat is able to respond to changing customer demand more quickly than ever before. In comparison to their legacy platform, Zadara storage services are easier to provision and manage, allowing Softcat staff more time to focus on proactive, revenue-generating projects. This combined with the consistent performance of a dedicated VPSA means that customer databases, applications, and virtual machines run faster than ever before. As a direct result of deploying Zadara, Softcat have increased their agility and in turn helped improve the agility of their customers

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### **Transform your business with zero-risk enterprise storage.**

Zadara transforms storage-related costs from a variable mix of equipment and management expenses to a predictable, on-demand, pay-per-use, elastic service that greatly simplifies planning, streamlines budgeting, and improves return on investment (ROI). Find out how zero-risk enterprise storage can help transform your business. Call or email today.