

INFINIDAT

Case study

Vox Telecom delivers impressive business benefits with enterprise storage system from Datacentrix

Technology and telecommunication solutions have become key to business operations today, and service providers need a stable, available and high-capacity storage platform to deliver an excellent customer experience. Vox Telecom (Vox) is a leading South African ICT and telecoms operator delivering a variety of services and solutions to the southern African market.

They rely on the cost-effective, high performance, high capacity and 100% availability of the enterprise storage solution from Datacentrix, which plays a central role in supporting the entire Vox offering and has improved the performance of all services across the business.

The Challenge

At the start of 2019, Vox faced two significant difficulties around its existing storage platform. Firstly, the five-year maintenance period was coming to an end, and secondly, the company was running out of capacity much faster than anticipated. Adding to these issues, Vox was unable to utilise the full capacity of its existing storage solution, as some 40TB needed to remain 'unused' for the system to function.



Thanks to excellent relationships, solid teams and effective planning from the outset, the implementation went smoothly and no challenges were experienced. The training and support throughout the journey ensured we got it right the first time. The proof of our success came from our customers' users, who noticed performance improvements without being aware that a storage upgrade had been performed.
Keith Laaks, Executive Head for Technology at Vox.

“We reached the capacity limit of the system faster than anticipated. Coupled with the prohibitively expensive maintenance extension option, we made the decision to perform a technology refresh and replace the platform with a completely new solution,” explained Keith Laaks, Executive Head for Technology, at Vox.

The Solution

Vox needed a cost-effective, high-performance storage array for its hosting environment to assist the business to meet customer demands and rampant data growth. An agile partner, who would be able to deliver quickly, was also a necessity. After evaluating 12 different storage arrays on criteria such as performance,

Inputs/Outputs Per Second (IOPS), storage efficiencies, compression, deduplication and redundancy, Vox selected the InfiniBox solution from Infinidat, supplied by Datacentrix.

Two arrays were deployed, one at each of Vox's data centres in Johannesburg within the production and disaster recovery environments respectively.

“The arrays primarily service our virtual servers, database and voice infrastructure, and also play a key role in our data protection strategy. The solution allows seamless integration with our data protection vendor,” said Selby Maake, Cloud Storage and Virtualisation Engineer at Vox. “Each array delivers 1.7 Petabytes of virtual capacity with the actual available capacity variable depending on the compression ratio. This gives us far more storage for an extremely cost-effective rate per terabyte.”

The Result

Implementation of the solution took one month to complete, from racking, stacking and initialisation, through to data migration, provisioning, testing and finally into the production environment.

Infinidat provided certified administration training through Datacentrix, flying in experts from its head office in Israel to South Africa. This was to ensure the data migration was seamless.

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The solution offers flexibility when it comes to scale and ease-of-use for critical workloads and delivers superior performance with a low total cost of ownership (TCO) without compromising the customer experience. Ultimately the refresh has empowered Vox with a data-driven competitive advantage at petabyte scale.



Solution Advantages



**95% minimum
cache hit ratio**



**Enhanced
performance and
guaranteed uptime**



**Seamless
provisioning of
new services and
solutions**



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“One of the key benefits that we have realised results from the low-touch configuration and administration of the system. This has allowed us to provision new services and solutions seamlessly and with minimum manual interaction, improving our customer service, while freeing up time for our teams to attend to other business needs,” Maake added.

Furthermore, the triple redundancy controllers guarantee uptime, ensuring Vox can always deliver an uninterrupted service to both internal and external customers.

Future plans

“Aside from our connectivity, broadband access and voice solutions, our cloud offering

is a growing element of our business, with impressive market penetration figures. We needed the right platform to support our growth goals and storage is the key ingredient. The InfiniBox solution supports our requirements by delivering the right blend of cost-effective storage and high performance, coupled with the ability to slot seamlessly into our existing infrastructure,” said Laaks.

“Excellent proactive monitoring and local support through Datacentrix ensures constant uptime and availability. This is critical to Vox from an operations perspective. Based on our forecasts, we will require additional capacity by the end of 2021. We are extremely happy with the platform and will likely expand our storage when the time comes,” he concluded.