



About Customer

Eloquent Technologies delivers managed services to companies in a range of sectors, from financial services to legal firms. Today, it supports customers moving to the cloud with fast, secure, and scalable storage and production workloads.

www.eloquent-technologies.com

Geo

EMEA

Industry

Information Technology

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray™//X
Pure Evergreen Storage™
Pure1®

Eloquent Scales and Secures its Client Services

As a leading managed services provider to the financial and legal sector, Eloquent Technologies operates in a high-stakes environment. Clients trust the company with their mission-critical data and workloads, and in exchange they expect the highest standard of speed, reliability, and security.

When its previous storage reached capacity and risked slowing down its services, Eloquent replaced its hybrid environment with Pure. As a result, storage capacity and performance are no longer issues, putting Eloquent on the fast track to growth with new security offerings and strengthening its client relationships.

“Pure is a high-performance storage foundation that directly benefits our clients. They get more speed, more power, and more flexibility.”

MICHAEL BRADSHAW,
HEAD OF CLOUD AND
INFRASTRUCTURE

Impact on Eloquent Technologies



Enhances client security offerings with ransomware protection



Delivers tiered storage tailored to each client's needs



Achieves 30 percent growth in 18 months and improves client retention

Challenges



Clients need secure and performant storage to support cloud workloads



Previous hybrid arrays had reached capacity, limiting growth potential



Fluctuating client workloads required scalable storage with zero downtime

Results



Reduces client's antivirus scan times from 30 hours to just 5



Boosts performance, supporting 200,000 I/O requests from a single VM



Improves scalability with data deduplication compression rates of 27 to 1

Managed Services Built to Scale

Eloquent Technologies is built on three pillars that keep clients coming back – consistency, security, and scalability. Launched after the 2008 financial crisis, the company is known for its progressive managed services and commitment to customer success.

Eloquent now helps clients migrate to the cloud, a major growth opportunity that hinges on its ability to support fluctuating storage and workload requirements. “Our clients want the latest technologies to differentiate themselves,” says Michael Bradshaw, head of cloud and infrastructure. “We support them with reliable storage and mission-critical workloads that scale with their needs.”

To support Eloquent’s goal of 50 percent growth, Bradshaw replaced its hybrid storage with Pure FlashArray//X and uses Pure1 to report on its performance.

A Rock-Solid Foundation for Clients

Eloquent now offers multiple storage tiers and can easily dial-up performance to support heavy client workloads. For example, a single virtual machine can process 200,000 input/output requests. It also achieved data compression rates of 27 to 1, making its storage area network (SAN) more efficient.

“Pure is a high-performance storage foundation that directly benefits our clients,” says Bradshaw. “They get more speed, more power, and more flexibility.”

Since moving to Pure, Eloquent grew 30 percent in just 18 months. “Purchasing a new SAN was a big investment for our business,” he adds. “Two years ago, it was a capacity limiter, and now it’s now become a growth driver for both our business and clients.”

Eloquent also enhanced its cybersecurity offering – another growth driver in the face of mounting ransomware threats across industries. It sped up file server antivirus scans from 30 hours to only five and shored up its backup capabilities with Pure SafeMode™ Snapshots and Veeam.

“Combined, the solutions give clients confidence their data won’t be lost, even if a server is compromised or an employee goes rogue,” adds Bradshaw.

Paying it Forward

Finally, Eloquent’s Pure Evergreen subscription ensures it can upgrade controllers automatically without having to buy new storage – all with zero downtime.

“We’re no longer held back or locked into old hardware when we switch controllers,” says Bradshaw. “It’s been one win after another with Pure, and best of all we get to pay every benefit forward to our clients.”

purestorage.com

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