

Cloud provider VMhosts delivers high performance storage to customers

Deploys Infinio for every customer, for every VM

VMhosts is a cloud hosting provider headquartered in the UK. As a company that prides itself on providing economic and flexible solutions that meet enterprise performance requirements, VMhosts has begun to attract a diverse customer base, ranging from clients with a single server to companies with hundreds of users.

Customers come from many industries and bring with them a variety of applications, including SQL, Exchange, Oracle, accounting applications like Sage and Iris, and web servers. All customer data is hosted on Dell PowerEdge servers and HP StoreVirtual VSA-based storage.

Michael Custance, the owner of VMhosts, is always evaluating solutions that can enhance the performance and availability that he can offer customers. When he heard about Infinio, he thought that the high performance Infinio provides could help him compete with other cloud providers.

He charged Gary Eastwood, Virtualization Systems Engineer, with evaluating Infinio. Gary's evaluation went smoothly from the start. He chose a vSphere cluster used for development, and immediately saw encouraging performance. "We saw about 90% of requests being offloaded from our storage system. And latency dropped from 9ms to below 1ms." At times, it was below 100 microseconds.

Michael and Gary liked what they saw in the lab, but wanted to ensure that they'd be fully supported in production. Being a VMware partner themselves, VMhosts was pleased to learn about Infinio's VMware Ready certification. "With our certifications, we know that VMhosts and Infinio can deliver a seamless deployment and support experience for our joint customers," said Michael.

Prior to Infinio, the team had looked at various alternatives to offer faster storage to their customers. One solution they tried resulted in a threat to their customers' data, the last thing a hosting provider wants to have happen. So they returned to their previous architecture. "While we trust our storage array to be rock solid in terms of availability, the performance isn't fantastic. Using Infinio gives us that all-flash performance on our tried-and-true storage array."

Now they've migrated all their customers over to an architecture that runs on Infinio, and this high performance is appreciated by the customer base. "Customers usually only talk to us when there's a problem," says Gary, "and so far, no word from them on storage performance, which we consider a good thing."

Also a good thing: VMhosts' ability to keep their current storage for longer, because Infinio is providing the necessary performance. "We anticipate continuing with our current storage architecture for another 3 years, which helps keep our CapEx down," Michael explains, "and that is passed on to our customers, once again enabling us to offer a more compelling solution."



**CLOUD HOSTING
WITHIN REACH**

COMPANY NAME
VMhosts

INDUSTRY
Cloud hosting

BENEFITS

- 90% offload from storage system results in latency reduction from 9ms to as low as 100 microseconds
- Ability to maintain current storage architecture for an extra 3 years, reducing CapEx

"Using Infinio gives us all-flash performance on our tried-and-true storage array."

**MICHAEL CUSTANCE,
OWNER**