DELL EMC

SMARTER AND MORE TRUSTED CLOUD SOLUTIONS

Industry leaders run their businesses by relying on Open Line's innovative cloud solutions and services, based on the latest high-performance IT from Dell EMC

open line
Smart cloud solutions.

IT | The Netherlands

Business needs

Open Line is growing rapidly. Customers turn to the company for trusted, highly secure cloud solutions and services to optimize the use of IT in their business. To deliver this, Open Line was looking for high-performance, all-flash storage that offers a smaller footprint and consumes less power to help support a "green" IT model.

Solutions at a glance

- Dell EMC PowerMax

- Dell EMC VMAX

Business results

- Ensures the exceptional performance required by cloud customers

- Solves data center capacity issues and reduces power and cooling costs

- Simplifies administration, leaving more time for innovative solution design

- Future-proofs storage investment through end-to-end NVMe and SCM-ready storage architecture

As little as

.5ms
response times

40%
better power savings

Founded in 2002, Open Line BV is a leading Netherlands based supplier of trusted IT solutions such as Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), Software-as-a-Service (SaaS) and secure private-, public- and hybrid-cloud solutions. Organizations want to focus on taking care of business and giving employees ready access to the information they need, not on dealing with IT challenges. Open Line provides the benefits of a modern data center and the latest technology advances such as hyper-converged infrastructure through the cloud. The company has long relied on Dell EMC for IT solutions, including all its storage. Open Line is growing rapidly and its data centers were nearing capacity. When the opportunity arose to beta-test the next-generation Dell EMC PowerMax, the world's fastest storage array,[1] Open Line was one of the first to step up.

In pursuit of improved performance

With a staff of 220 people and two self-owned Tier III data centers, Open Line provides cloud infrastructures built on products from best-of-breed technology partners. With five local offices, the company currently services around 120 major customer environments in healthcare, government and industry. All technology, physical locations and employees meet strict security norms.

Open Line was especially interested in comparing PowerMax to previous generations of VMAX All Flash storage—focused on improvements in performance thanks to PowerMax's end-to-end NVMe and storage class memory (SCM)-ready design[2]. The company was also attracted to PowerMax's support for service levels—with the ability to set the most critical data to a platinum level and less important data to gold, silver or bronze—and ensure that those service levels are consistently met.

"Dell EMC PowerMax delivers sub-millisecond performance—it's blazing fast," says Rob Koper, senior storage consultant for Open Line. "In fact, our tests actually showed half a millisecond, so that's very impressive."

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Rob Koper
Senior Storage Consultant, Open Line B.V.

Up to

6:1

data reduction ratio

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> *"PowerMax is future-proof. With these arrays, we'll be able to take advantage of NVMe and next-generation SCM drives, so we are set for years to come."*
>
> **Rob Koper**
> Senior Storage Consultant, Open Line B.V.

Half the floor space and 40% less power

With Open Line's accelerating growth putting significant pressure on its data center space, Koper and his team were also very interested in testing the array's efficiency in terms of inline deduplication and compression. They discovered that PowerMax offers dramatic enhancements in data reduction. "We tested Dell EMC PowerMax with just a few terabytes and achieved a data reduction ratio of up to 6:1," remarks Koper. "That's really outstanding."

With rack densities that are 2x better than VMAX All Flash,[3] PowerMax also requires approximately half the data center floor space of Open Line's previous storage arrays.

In addition, PowerMax delivers 40 percent better power savings. "Green IT is really important to us, so we're excited about the power and cooling savings PowerMax can provide," says Koper.

Simplifying tasks for the IT team

Koper and his team also like how the machine-learning capabilities of PowerMax make time-consuming provisioning and administrative tasks much quicker to handle. "PowerMax lightens my workload, so I have more time to design innovative solutions for customers rather than simply managing storage," Koper explains. "I can take care of more important things."

What's more, Open Line can be completely confident that PowerMax is a smart long-term investment, due to its use of the latest advances in storage technology. "PowerMax is future-proof," states Koper. "With these arrays, we'll be able to take advantage of NVMe and next-generation SCM drives, so we are set for years to come."

Koper concludes, "I can tell you this: when we need storage going forward, it's going to be from Dell EMC. We're confident that with innovative Dell EMC products, we can keep winning together."

[1] Based on Dell EMC internal analysis of published bandwidth of the PowerMax 8000 versus competitive mainstream arrays, March 2018.
[2] SCM drives will be available to be non-disruptively added to PowerMax arrays in 2019.
[3] Based on Dell EMC internal analysis comparing maximum capacity per floor tile of the PowerMax 8000 against the VMAX 950F, March 2018.

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