InfoTrax Deploys IntelliFlash™ to Scale its SaaS Business

INTELLIFLASH

InfoTrax Systems is a leading provider of back-end operations systems and tools for the direct selling industry. Headquartered in Orem, Utah, and with 175 employees, the company provides multi-level marketing tools for some of the biggest companies in the direct selling industry, integrating all mission-critical operations into a suite of easy-to-use tools.

The Challenge: Build a Colocated Infrastructure that Can Grow at Scale

As the only comprehensive direct selling solution on the market today, InfoTrax delivers both a product and infrastructure that is vital to the day-to-day operations and growth of not just its own company, but its customers as well. Many companies rely on the InfoTrax's SaaS platform to help manage their direct selling forces worldwide.

For over five years, InfoTrax had relied on a managed services provider (MSP) that used multiple storage arrays to help maintain its IT infrastructure. However, over the past few years, InfoTrax's rapid growth caused InfoTrax's management team to recognize the need to build and run their own infrastructure with solutions that could deliver a more predictable performance profile and provide them with more control.

"We were at the point where we needed to build an HA environment for the entire stack, and we found that the MSP cost structure was far more expensive than doing it ourselves. We needed a highly-available and scalable solution that could deliver the response times needed for our customers and provide the stability necessary to meet our SLA commitments," said Jared Jensen, Director of IT and Systems Services at InfoTrax. "We were experiencing service outages that we believed could have been prevented. These events were major inconveniences for both us and our customers and cost a lot of time and money for all parties involved."

On top of these issues, InfoTrax did not have a complete-picture sense of what was going on within its own infrastructure. "While we had some idea of what was going on, our MSP took responsibility to manage, own, and maintain everything from the hardware layer and down. We wanted visibility into our infrastructure so we could leverage it further as a strategic asset," said Jensen.

The Solution: Tintri IntelliFlash T-Series

InfoTrax searched for a storage solution that could handle the company's rapid growth while providing the ease-of-use that an MSP provides. The company evaluated a wide range of flash and hybrid storage solutions, as well as hyper-converged offerings. Eventually, InfoTrax narrowed its search to several vendors' offerings including IntelliFlash.

The company held a very thorough proof-of-concept process. "From a performance perspective, we beat the arrays to death," said JR Brown, Senior Systems Engineer at InfoTrax. "We crunched the numbers and determined that if all our workloads were to hit a device at the same time, we'd have to push approximately 250,000 write operations per second. That is, of course, our worst-case scenario, but we needed to find a device that could handle that."

The performance of IntelliFlash stood out and surpassed their expectations. "We were surprised and impressed with how easy it was to use IntelliFlash. One of the top 3 legacy vendors came in and spent three days setting up gear. The Tegile [now Tintri] team came in, and 45 minutes later we were provisioning and running data. The arrays worked right out of the box. By the time a competing vendor got its array up and running to our full needs, we had already made the decision to work with Tegile [now Tintri]."

The IntelliFlash system's speed also bested the hyper converged solution InfoTrax was looking at. "IntelliFlash ran our batch test three minutes faster than the top HCI's machine," said Brown. "It made going with them a no-brainer; honestly, it blew our minds."

Challenge

InfoTrax Systems experienced multiple service outages when its systems were hosted by a managed-services provider that was struggling to keep up with the growth of the company and unable to provide enough transparency into operations.

Solution

InfoTrax transitioned its servers on-premises with Tintri IntelliFlash T-Series to deliver stability, ease-of-use, and the ability to scale capacity as its business grows.

Results

- Extremely detailed insights into storage performance
- 60% cost reduction
- 65% compression rate for all-flash, 68% for hybrid
- World-class customer support

Tintri

IntelliFlash systems are fully redundant with no single point of failure. All media are dual-ported and accessible through a pair of active/active controllers. Users can also take instantaneous, space-efficient snapshots that can be replicated for disaster recovery. Real-time compression and deduplication on SSDs and HDDs throughout the system helps significantly reduce storage acquisition and operational costs. Redundant virtual server operating system images as well as hundreds or thousands of persistent VDI instances are reduced to a single flash-based storage instance that can launch in seconds.

The Results: Amazing Customer Service and Reduced Cost

The deployment of IntelliFlash enabled InfoTrax to build an infrastructure that boasts stability, low costs and scalability, while also delivering the ease-of-use and full visibility that weren't possible using an MSP.

"We've been extremely impressed with IntelliFlash's dashboards and history reporting capabilities," said Brown. "We have hundreds of reports that are run daily by us and our clients; IntelliFlash has been invaluable – not just from our own perspective, but our clients' as well. We can alert them of the root cause of an issue instantly, and they know we're taking care of it."

Beyond insights, IntelliFlash is helping the InfoTrax IT department deliver cost savings that surpassed even its most optimistic calculations. "Going from an MSP to a co-located solution, there were a number of new costs we had to figure in. Even taking that into account, we're still achieving 60 percent cost-savings. IntelliFlash's three to five-year replacement plan guarantees that our own infrastructure will be OPEX rather than CAPEX." The company also saved money in that IntelliFlash natively supports so many different storage protocols, including iSCSI, Fibre Channel, NFS, and SMB 3.0.

InfoTrax is also now able to achieve stellar compression rates. "As a SaaS provider, the amount of data that we're hosting increases every single day. We needed a solution that was great with compression and that we could scale with ease. On all our IntelliFlash systems, we're achieving data reduction rates between 60 percent to 75 percent, and we've already purchased two new arrays to add to our infrastructure."

Most importantly, InfoTrax has found that when you purchase IntelliFlash, you don't just get a storage system, but you also get an entire team of support. "Tegile's [now Tintri] support team and model is outstanding. Whenever we experience any issue whatsoever, they are in the background at all times, assisting with performance enhancements. They really are a team of experts, and have helped us overcome significant hurdles, giving us confidence that our infrastructure is always ready for what's next."

Experience different! For more information on how IntelliFlash can turbo-charge your business success through a simple, intelligent infrastructure, visit tintri.com/intelliflash

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