

# Case Study

## Data Continuity Group

»Fujitsu PRIMEFLEX® vShape makes us more agile as a company. It has increased our profitability and we can pour that extra money back into the business to help us grow. We also now have a single pane of glass through which we can manage the entire infrastructure.«

Dave Ruddle, Product Development Manager, Data Continuity Group



### The customer

Data Continuity Group (DCG) has been a leading provider of Data Management and Protection solutions and services for well over a decade. Headquartered in Bracknell, the company manages data across 55 countries and is trusted by numerous organisations to protect their data throughout their entire global infrastructure. DCG is unique in that it focuses solely on providing bespoke and cloud-based backup, archive, storage and disaster recovery services. In order to deliver end-to-end solutions DCG can provide cost effective hardware procurement as well as a full portfolio of supporting services, including consultancy, professional services, implementation, customer service and 24/7 support from its own dedicated support centre.

### The challenge

At the heart of its customer offering is a cloud-based backup environment, however, its legacy server and storage equipment was running at capacity for resource usage. Whenever additional storage was required, another new array would be installed but this made it difficult to keep track of what data was being stored where. DCG wanted a simpler, more elegant solution to meet its needs.

“The environment had become increasingly complex with multiple support contracts and varying service levels. That made management time-consuming and demanding,” explains Dave Ruddle, Product Development Manager, DCG. “Our ability to roll out new services from the platform was being restricted by the resources we had available. From a software perspective, we had different versions of VMware installed, all of which needed continual licence upgrades. We knew there had to be a smarter way of doing things.”

A new blade server environment was considered as a replacement, leading Ruddle and his team to conduct a three week assessment of exactly how much bandwidth, processing power and memory would be needed. The objective was to find a cost-effective, scalable solution to which the previous system could be easily migrated.

“We looked at a number of vendors, provided them with the specifications and asked for a quote. Many of the larger vendors took weeks to come back with the information and it was often incomplete,” adds Ruddle. “Fujitsu, on the other hand, came back with one price for every component in a matter of days. And, what’s more, its proposal, based on vShape, was 25 per cent less expensive than the nearest big vendor.”

### The customer

Country: United Kingdom  
Industry: Technology  
Founded: 2000  
Website: [www.dcggroup.com](http://www.dcggroup.com)



### The challenge

Data Continuity Group needed to update and expand its aging, complex server and storage environment with a more cost-effective, scalable alternative.

### The solution

It turned to Fujitsu vShape, a virtualised, out-of-the-box solution consisting of PRIMERGY servers and storage, and migrated over 190TB of data and applications within four weeks.

### The benefit

- Flexibility and increased performance allow DCG to deliver more services than originally anticipated, leading to more revenue
- Infrastructure investment has led to a 40 per cent reduction in operating costs, which can be reinvested in the company
- The IT team has had 20 per cent of its time freed up which is now used for more proactive and strategic tasks
- Inherent scalability makes it easy to add new customers and grow painlessly

### The solution

Fujitsu vShape integrates server, storage and virtualisation software – all ready to go straight out-of-the-box. This leads to reduced cost of design and time to deployment, freeing up valuable resources. The flexible and scalable vShape solution combines all aspects of a virtual environment, based on robust technologies and best-practice solutions.

DCG benefits from the peace of mind that its validated vShape solutions are simple to implement and use for a more streamlined experience, all from a single provider. With vShape, the company can meet complex virtualisation challenges such as performance, availability, security, flexibility and efficiency.

“As a managed service provider, we sell services that rely on this infrastructure so we need the utmost confidence in its performance and stability. vShape provides a platform on which we can rely,” continues Ruddle. “One of its most appealing benefits is that it arrives in one box, fully cabled and ready to go. It’s a true plug-and-play solution.”

DCG spent four weeks migrating 190TB of customer data, applications and services to the vShape environment which consists of ten Fujitsu Server PRIMERGY RX300 S8 and a storage environment.

“The transition was seamless and smooth and minimised disruption to the business,” says Ruddle. “It was simple for us to handle in-house, largely thanks to the preconfigured, consolidated nature of the vShape solution.”

### The benefit

vShape’s flexibility and enhanced performance enables DCG to run more applications than it had initially planned for. This in turn means more revenue-generating services which helps the company maximise its ROI. The simplified management has also led to a 40% reduction in operating costs, which DCG is putting back into product development.

### Products and services

- Fujitsu PRIMEFLEX vShape 50 HA
- Fujitsu PRIMEFLEX vShape 100 HA

“vShape makes us more profitable as a company and we can pour that extra money back into the business to help us grow and develop future services,” comments Ruddle. “We also now have a single pane of glass through which we can manage the entire system. If there is a problem, there is only one number we need to call. That’s given us 20% more time in the IT department because we no longer spend our days firefighting. And that time can be invested in the business in a more proactive, strategic fashion.”

The vShape platform is inherently scalable, making it easy for Ruddle to add extra chunks of storage and processing power as required. As a company growing at a rapid rate, that is essential: “If we add a new customer, we simply calculate the required memory, IO, CPU and Fujitsu provides a price. The more customers we have, the less expensive it is so it’s a really good impetus for us to grow as a company.”

### Conclusion

With vShape now providing the backbone of DCG’s server and storage environment, the company is keen to add it to its own portfolio. “As an MSP, we are exploring the possibility of selling vShape as a solution to our own customer base,” concludes Ruddle. “It is easy to segregate into private cloud environments, making it the ideal flexible solution to sell on as a third party.

**“Fujitsu was a responsive partner that provided a simple, elegant solution for our business needs. We felt like we were its only customer because of the attention we were given. Even now, we still get two calls a week to check how we’re getting on.”**

### Contact

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