**Case studies – Pure Storage**

[**Virgin Media O2**](https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-virgin-media-o2.pdf) serves over 47 million connections in the UK, providing quad-play services: TV, broadband, phone, and mobile coverage. The company uses deep customer insight and a commitment to sustainability to stand out from other telcos. It needed a high-performance solution that would also contribute to sustainability. With Pure Storage, analytics run faster, power bills are lower, storage footprint is smaller, and upgrades are non-disruptive.

Ajit Sharma, Business Optimisation Manager sees the Evergreen subscription service as one of the most compelling reasons to move to Pure Storage, as it reduces ongoing maintenance and support costs and eliminates storage rebuys. He comments: ”We got in touch with Pure Storage because we needed powerful, reliable storage. For us, Evergreen is the solution that enables the business to drive continuous improvements while building new, innovative solutions that we can bring to market.”

**Scottish Government The Agriculture and Rural Economy (ARE) Directorate**, ([full case study](https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-scottish-government.pdf)) headquartered in Edinburgh, operates within the Scottish Government and plays a key role in Scotland’s rural economy. As a government body, ARE is regularly audited and can face significant fines if the correct procedures are not followed. This makes the ability to store and process data without any downtime a high priority for its IT team.

“An ongoing challenge for us is that our infrastructure is constantly evolving. With our previous storage we were becoming more reactive than proactive, but Pure Storage has allowed us to turn this around,” said Neill Smith, Head of IT infrastructure. The Pure Evergreen Storage model has played a major role in helping the directorate  address its growing storage needs and was one of the main reasons that ARE chose Pure Storage. Smith explained that with many vendors, customers are encouraged to buy a brand new solution every time licensing expires. If they don’t, the cost of upkeep and support can be high.

Being able to update its arrays, rather than buying a new piece of kit, has meant that

ARE can upgrade its storage capacity as needed without the same associated cost. All upgrades are made without any downtime, performance impact or data migrations, and forklift upgrades have been eliminated. “Many vendors promise no downtime, but it is very rare when that is delivered. Through the Evergreen model we upgraded and were told there would be no outage,” explained Smith. While Smith and some of his colleagues were sceptical that the upgrade process would require no downtime at all, in the end it was absolutely seamless. This has given the team complete confidence in the arrays, and the ability for Pure Storage to meet the directorate’s future storage needs. “Pure Storage really does deliver on everything it says it will,” concluded Smith

**Ordnance Survey** ([full case study](https://blog.purestorage.com/perspectives/charting-a-smarter-path-to-the-future-with-ordnance-survey/)), Britain’s national mapping service, lays the foundation for the company’s innovation strategy with state-of-the-art storage. “For us, the uptime of our services is absolutely sacred. For many of our clients, the data we provide is actually mission critical, so we cannot have any part of our technology failing, and storage is such an important piece of this offer,” says Lloyd Clarke, virtualisation lead at Ordnance Survey. “Working with Pure takes all the pain away. With [Evergreen](https://www.purestorage.com/products/staas/evergreen.html), they manage everything and allow us to use the hardware the way we want it. We’ve been through three non disruptive upgrades together, are about to embark on another, and have had 100% uptime since 2015”.