



CASE STUDY

# Delivering a Flexible Path to Speed and AI Innovation

**100x**  
Increase in  
processing speed

**86%**  
Reduction in  
data delivery time

**ZERO**  
Time worrying  
about storage

“ The Pure Storage platform and Evergreen//One give us the ability to scale up and down to meet customer needs while giving them predictable performance and solid reliability.”

**MARGA REUVER**  
CEO, ESPRESSO GRIDPOINT

Espresso Gridpoint (EGP) provides Infrastructure-as-a-Service (IaaS) for diverse clients. With the Pure Storage platform, EGP delivers reliable, high-speed storage for clients such as AI-InfraSolutions. This performance improved efficiency, reducing data delivery time from a week to 24 hours.

As a leading provider of Infrastructure-as-a-Service, Espresso Gridpoint (EGP) delivers a high-performance, reliable infrastructure to diverse clientele, including IT startups, managed service providers (MSPs), and AI-centric companies. “We are a local private cloud vendor competing with the biggest names in the cloud business,” explains Marga Reuver, CEO, EGP. “We provide an environment with flexible building blocks that customers can rely on to build and grow their businesses.”

However, as EGP continues to grow and support an increasing number of customers, it faces a critical challenge: ensuring the scalability, reliability, and performance of its storage infrastructure.

## Need for Speed and Continuity

EGP’s customers increasingly rely on data-driven decision-making and AI-powered solutions. The company needs reliable, high-performance storage that is capable of handling increasing volume and velocity of data while delivering continuous availability for the IaaS platform.

This challenge is evident for EGP client AI-InfraSolutions, a company in the Netherlands that uses AI to support intelligent infrastructure management. “We have developed a sophisticated system that includes a “spatial studio,” enabling customers to work with geographic image data and integrate it with third-party sources such as drone or aerial data and existing databases from municipalities,” says Jeroen Zanen, founder and CEO at AI-InfraSolutions.

The company operates a fleet of cars to capture geodata throughout communities. This results in a tremendous amount of data that needs to be processed and delivered to clients quickly.

“We struggled with performance in the past,” says Jorrih Schaap, IT Director at AI-InfraSolutions. “We had multiple bottlenecks in our process because the storage couldn’t keep up with what we needed to do.”

**“ With the non-disruptive maintenance through Evergreen, customers don’t even notice updates. We only operate with proven technology providers like Pure Storage that we can trust to deliver consistent levels of availability and performance.”**

**PIET HONKOOP**  
**CTO, ESPRESSO GRIDPOINT**

## Flash Storage for Fast, Non-Disruptive Operations

The Pure Storage platform delivers fast flash performance, high reliability, and non-disruptive maintenance to help EGP ensure that its AI-ready infrastructure is always available for customers. The company uses a combination of Pure Storage FlashArray//X and FlashBlade//E to provide a robust storage foundation in a small footprint that supports sustainability goals with minimal power and cooling requirements.

The Evergreen//One subscription service streamlines storage management and capacity planning, while also keeping storage up to date with non-disruptive upgrades. This allows EGP to provide efficient and scalable data solutions for its customers.



**GEO**

EMEA

**INDUSTRY**

Technology

**SOLUTION AREA**Accelerate Core Applications  
Power Artificial Intelligence**PURE STORAGE®  
PRODUCTS IN USE**Evergreen//One™  
FlashArray//X™  
FlashBlade//E®[www.egp.cloud](http://www.egp.cloud)[www.ai-infrasolutions.com/nl/](http://www.ai-infrasolutions.com/nl/)

“We create continuity for our customers, making sure that they can do business at any time,” says Piet Honkoop, CTO at EGP. “With the non-disruptive maintenance through Evergreen, customers don’t even notice updates. We only operate with proven technology providers like Pure Storage that we can trust to deliver consistent levels of availability and performance.”

Reuver agrees that Evergreen//One and support from the Pure Storage team are key business advantages. “Our customers have large data requirements. The Pure Storage platform and Evergreen//One gives us the ability to scale up and down to meet customer needs while giving them predictable performance and solid reliability.”

“ Before working with EGP and Pure Storage, we could provide customers with information within a week. We’ve reduced that to 24 hours. The biggest game changer is that storage isn’t something I worry about anymore.”

**JORRITH SCHAAP****IT DIRECTOR, AI-INFRA SOLUTIONS****Results in just one day**

The performance and reliability of the Pure Storage platform have helped transform operations for AI-InfraSolutions with processing speeds 60x to 100x faster. “Before working with EGP and Pure Storage, we could provide customers with information within a week. We’ve reduced that to 24 hours. The biggest game changer is that storage isn’t something I worry about anymore,” explains Schaap.

The shift towards Pure Storage also opens the door for more business opportunities. “With Pure Storage in place, we now have the capacity to deliver on nationwide contracts, which was not possible before,” Zanen says.

The Pure Storage platform positions EGP and AI-InfraSolutions for expansion with a performant, scalable storage foundation that supports rapid growth and innovation.

