

CASE STUDY

Sparkle Turkey boosts data performance with Infinidat

Sparkle Turkey is part of Sparkle Group, a leading global telecommunications provider of IP, data, cloud, data centres, mobile and voice solutions. Sparkle Turkey provides these services from its privately-owned premium data centre facility in Istanbul. It offers cost effective solutions that meet the performance, efficiency, flexibility and quality standards required by its customers.

The company is committed to innovation, flexibility and the highest service level in the industry, and is the preferred choice for many global and regional carriers, as well as multinational and domestic corporate customers in Turkey.

Problem

Sparkle Turkey focuses its business around capacity. To date, as and when necessary, capacity has been increased with the purchase of new disks. This approach, however, brought performance and effectivity issues. An urgent request, driven by Sales and Operations, was put forward to not only improve effectivity and performance but to also build further customer trust with increased system reliability.

The immediate business need was to identify a suitable storage partner to support a number of critical areas of the business; Hybrid Cloud Solutions, Cloud Backup Services, Disaster Recovery Solutions, ERP Infrastructure Solution and SAP HANA Backup Services.

The Solution

Sparkle Turkey was introduced to Infinidat via a local distribution partner, with discussions being driven by the Sparkle Turkey sales team. The internal evaluations were considered and detailed; taking place over a 4-month period. Following a successful proof of concept (POC), Sparkle Turkey then started performance tests in earnest.

"The decision was taken to scale and expand the current storage solutions. There was an initial consideration to make the original devices redundant but ultimately, we felt that a 'rip and replace' approach wasn't needed," commented Cem Kayar", Senior Cloud Engineer at Sparkle Turkey. ". We opted to pay for the capacity that we need, with a commitment of 55% of increase in capacity. The overall platform capacity at 2PB also meets our future needs."

When Sparkle Turkey purchased the Infinidat solution they had reached 70% storage capacity usage in the existing NAS storage environment. Today, these occupancy levels are closer to 50% of the committed capacity, as a result of data storage efficiencies now realised. The system has also delivered zero downtime since it was deployed.

"We have saved significant time on upgrading, and delivery processes," continued Cem Kayar", Senior Cloud Engineer). "The best feature of the Infinidat solution is its ability to run at full performance without any limitations."

Solution Advantages for Sparkle Turkey

INFINIDAT



**40% more
performance with
20% lower costs**



**Automated
provisioning
management**



**Unprecedented
availability
(99,99999%)**

The Result

The Infinidat technology is now installed in the Istanbul Data Centre in Turkey, and a number of key benefits have been identified since deployment. Performance is one notable area; availability and reliability have been positively impacted too. "There has not been a single instance of interruption across the services since installation," said Cem Kayar, Senior Cloud Engineer. "Time savings are also a considerable factor to take in to account with regards to improvements seen. Straight forward system management, smooth customer deployments and fast-operations - including upgrades. All very compelling."

The installation was supported closely by Infinidat, ensuring that the complete process ran smoothly. The training for the Engineering team was also cited as being incredibly valuable for the overall management, control and operation of the device. "Upgrading new features, without licensing changes and service-interruption, improved our system availability as well as positively impacting uptime," explained Cem Kayar, Senior Cloud Engineer. "We have met every customer's performance requirement through the flexibility of this operation, and can now quickly upgrade, or add new devices, as capacity demands increase."

Sparkle Turkey has also reported that the business has saved significant time on delivery-processes, having eliminated related performance issues, and increased availability. Furthermore, the company has also improved its operational processes. In terms of sales, it has increased reliability and enhanced the overall Cloud and Data Centre services and solutions.

Future plans

"Our business solutions support fast-changing IT landscapes and we must ensure agility in our offering, particularly when it comes to delivering efficiently-managed operations, support and new features," added Cem Kayar, Senior Cloud Engineer. "At Sparkle Turkey we are always evolving and continually aim to implement next generation, high performance solutions with an ability to scale on demand. Our state-of-the art Cloud and Data Centre services set us apart in the industry. We look forward to building on this partnership, and overall business relationship, with Infinidat as we continue to provide best in class solutions and services."

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**Cem Kayar
Senior Cloud
Engineer at
Sparkle Turkey**