

CASE STUDY

Vox Telecom delivers impressive business benefits with the InfiniBox® enterprise storage system from Infinidat

Technology and telecommunication solutions have become key to business operations today, and service providers need a stable, available and high-capacity storage platform to deliver an excellent Customer Experience (CX). Vox Telecom (Vox) is a leading South African ICT and telecoms operator delivering a variety of services and solutions to the southern African market.

They rely on the cost-effective, high performance, high capacity and 100% availability of the InfiniBox enterprise storage solution from Infinidat, which plays a central role in supporting the entire Vox offering and has improved the performance of all services across the business.

THE CHALLENGE

At the start of 2019, Vox faced two significant difficulties around its existing storage platform. Firstly, the five-year maintenance period was coming to an end, and secondly, the company was running out of capacity much faster than anticipated. Adding to these issues, Vox was unable to utilise the full capacity of its existing storage solution, as some 40TB needed to remain 'unused' for the system to function.

"We reached the capacity limit of the system faster than anticipated. Coupled with the prohibitively expensive maintenance extension option, we made the decision to perform a technology refresh and replace the platform with a completely new solution," explained Keith Laaks, Executive Head for Technology, at Vox.

THE SOLUTION

Vox needed a cost-effective, high-performance storage array for its hosting environment in order to assist the business to meet customer demands and rampant data growth. An agile partner, who would be able to deliver quickly, was also a necessity. After evaluating 12 different storage arrays on criteria such as performance, Inputs/Outputs Per Second (IOPS), storage efficiencies, compression, deduplication and redundancy, Vox selected the InfiniBox solution from Infinidat, supplied by local partner and solutions integrator, Datacentrix.

Two InfiniBox F4304 arrays were deployed, one at each of Vox's data centres in Johannesburg within the production and Disaster Recovery (DR) environments respectively. For workloads with low Recovery Point Objective (RPO) and Recovery Time Objective (RTO), Vox makes use of VMware's vSphere replication feature.

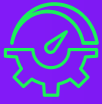
"These arrays primarily service our virtual servers, database and voice infrastructure, and also play a key role in our data protection strategy. The solution allows seamless integration with our data protection vendor," said Selby Maake, Cloud Storage and Virtualisation Engineer at Vox. "Each array delivers 1.7 Petabytes (PB) of virtual capacity with the actual available capacity variable depending on the compression ratio. This gives us far more storage for an extremely cost-effective rate per terabyte."

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Keith Laaks
Executive Head
for Technology
Vox

Solution Advantages for Vox Telecom



95% minimum
cache hit ratio



Seamless provisioning
of new services
and solutions



Enhanced
performance and
guaranteed uptime

THE RESULT

Implementation of the solution began in September 2019 and took one month to complete. Local Infinidat partner, Datacentrix, worked closely with Vox on the installation, helping Vox take the project from racking, stacking and initialisation, through to switching, provisioning, testing, and finally into the production environment. Infinidat also provided certified administration training through Datacentrix, flying in experts from its head office in Israel to South Africa. This was to ensure the data migration was seamless.

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The InfiniBox arrays offer flexibility when it comes to scale and ease-of-use for critical workloads. Also, they deliver superior performance with a low total cost of ownership (TCO) without compromising the CX. The InfiniBox ultimately empowered Vox with a data-driven competitive advantage at petabyte scale.

“One of the key benefits we have realised results from the low-touch configuration and administration of the InfiniBox arrays. This has allowed us to provision new services and solutions seamlessly and with minimum manual interaction. Our previous solution was laborious to configure, taking up to an hour with multiple steps, increased complexity and room for error. The Infinidat solution takes less than a minute, improving our customer service, while freeing up time for our teams to attend to other business needs,” Maake added.

Redundancy is another critical feature of Vox’s operations. Previously, the company experienced some issues with failures, so a robust solution was required. InfiniBox’s triple redundancy controllers guarantee uptime, ensuring Vox can always deliver an uninterrupted service to both internal and external customers.

FUTURE PLANS

“Aside from our connectivity, broadband access and voice solutions, our cloud offering is a growing element of our business, with impressive market penetration figures. We needed the right platform to support our growth goals and storage is the key ingredient. The InfiniBox solution supports our requirements by delivering the right blend of cost-effective storage and high performance, coupled with the ability to slot seamlessly into our existing infrastructure,” said Laaks.

“Infinidat also provides excellent proactive monitoring and local support through Datacentrix to ensure constant uptime and availability. This is critical to Vox from an operations perspective. Based on our forecasts, we will require additional capacity by the end of 2021. We are extremely happy with the platform and will likely expand our storage with additional InfiniBox arrays, when the time comes,” he concluded.

To learn more about how Infinidat can help your organization expand or consolidate your data storage, visit [Infinidat.com](https://www.infinidat.com).