

# Case study

## RTW Hosting

Cloud provider RTW delivers more by spending less with ISE, with customers already reporting a noticeable difference in performance.

By implementing X-IO's ISE solutions, RTW was able to achieve a huge increase in performance, while making significant savings in terms of space and power.

### objective

To deliver a better customer experience and differentiate the company's hosting services with premium performance, whilst driving down datacenter costs and improving margins.

### solution

- VMware vSphere 5.1
- X-IO Hybrid ISE and ISE 230



*"We're seeing 25 times the IOPS we got with our previous SAN, with extremely low latency, VM deployment is around 15-20 times quicker, and our storage is perfectly placed to easily handle IOPS storms and ensure the end user doesn't see any performance degradation"*

**Mike Wills - CEO and founder, RTW Hosting**

**introduction** Backbone (UK) Limited provides market leading cloud computing and VoIP services via its private cloud platform called RTW Hosting. They differentiate themselves by providing their customers with seamless systems integration, unsurpassable performance, rigid encryption and security, and unprecedented quality.

The company provides a diversity of ICT solutions to customers that deliver enterprise class 'one stop shop' and 'office in a box' hosted experiences to replace any on-premise environment. RTW Hosting works with ISVs and IT partners to develop and distribute hosted IT and telephony applications to any business in all vertical market segments.

### the challenge

Public cloud offerings are in high demand for non-critical business information. The performance of most cloud services is somewhat average and cloud service providers are looking to improve the responsiveness of the offered cloud solution. In most cases the performance of the cloud service is throttled by the storage which is typically the most expensive component in the solution. Public cloud providers are looking for ways to boost margins through the ability to offer a premium for reliable and consistent performance, opening the door for Tier 1 applications to be hosted off-premise.

RTW has been providing hosting services since 1998 and therefore has an excellent and mature understanding of infrastructure requirements in today's cloud marketplace. RTW's existing storage estate was starting to suffer from performance degradation as it struggled to cope with rapid growth in demand for the company's private cloud services. There was a danger the company's technology limitations could hurt its business if customer service suffered as a result of performance issues. Providing an excellent overall service to its customers is paramount and with the need to manage costs, complexity and risk RTW required a different approach to storage.

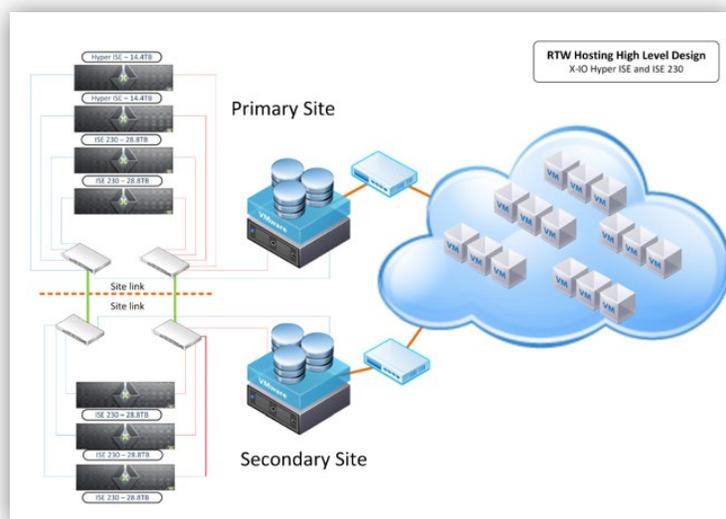
## business benefits

- Customers get a better service due to the significantly improved performance
- Enhanced live hosting/ Infrastructure as a Service (IaaS) environment for customers
- Full business continuity through use of active-active replication
- Significant savings due to the solution using only a fifth of the space and power

The search began for an alternative that would meet its growing performance requirements and deliver a better customer experience, while ensuring RTW's business would be well-placed to meet future challenges. After a competitive evaluation, the company chose X-IO's Hyper ISE and ISE 200 Series products due to their unmatched performance, value, resilience, unlimited scalability and industry-leading five-year warranty.

## the solution

By implementing X-IO's ISE solutions, RTW was able to achieve a huge increase in performance while making significant savings in terms of space and power. The ISE solutions delivered 180,000 IOPS, a 2,471% performance increase on the previous SAN's 7,000 IOPS, with five times less space and power.



According to Mike Wills, CEO and founder, RTW Hosting, customers have already told RTW they have noticed a performance difference "which is critical as we differentiate ourselves through the provision of premium performance 24x7. X-IO units have delivered phenomenal performance at an extremely competitive price".

Commenting on the X-IO ISE implementation, he says: "We're seeing 25 times the IOPS we got with our previous SAN, with extremely low latency, VM deployment is around 15-20 times quicker, and our storage is perfectly placed to easily handle I/O storms and ensure the end user doesn't see any performance degradation."

Also, the amount of time taken provisioning for the company's VMware template has reduced from as high as four to six hours, to now being provisioned in five minutes, a massive reduction in time and energy.

IT improvements:

- Extremely low latency
- Deploys virtual machines 15-20 times faster, reducing provisioning time from five hours to five minutes

"The on-going relationship between RTW and X-IO is extremely valuable to both parties," says Mike Wills. "Ensuring we extract maximum effectiveness from the technology is critical and we've found X-IO go above and beyond the call of duty to assist. X-IO is more than just a vendor."

"It's very simple. The beauty of X-IO storage is that you can forget it's there. You just plug it in and immediately benefit from a performance differential."