About Customer

Golden Cloud Technology is one of Brazil's leading technology service providers, delivering hybrid cloud, edge computing, managed services, collaboration solutions and more to over 160 organizations. www.goldencloud.tech

Geo

LATAM

Industry

Technology

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage® Products in Use

FlashArray //X™
FlashArray//C™
FlashBlade//E™
Evergreen//Forever®
Evergreen//Flex Storage™
Pure1®

About Commvault

Commvault Cloud leads the way in cyber resilience—the industry's first platform for true cloud data security that empowers businesses to secure data, predict risks, minimize damage, and rapidly recover.

Golden Cloud Technology Handles Double Data Growth with Pure Storage

Organizations across Brazil rely on Golden Cloud Technology (GCT) for business intelligence, managed services, data recovery, and more. With its customers managing larger data workloads and adopting new cloud services, GCT needed to scale storage capacity across its two data centers while keeping its costs in check.

GCT replaced its legacy infrastructure with Pure Storage, reducing its data center footprint and strengthening its data protection and recovery services. It also makes use of Pure's Evergreen® architecture for continuous upgrades via the Evergreen//Flex subscription, which will provide GCT the ultimate pricing flexibility for its customers.

"With Pure Storage, we are on track to realize energy savings of 85% per year. Reducing our environmental footprint on top of gaining unparalleled performance was a welcome surprise."

EDMAR FERRA,
CHIEF TECHNOLOGY OFFICER, GOLDEN CLOUD TECHNOLOGY

Leveling Up Storage for Every Customer

Be it disaster recovery for one of Brazil's most popular water parks, hybrid cloud storage for a national conglomerate, or managed services for state governments—GCT powers some of the country's largest organizations.

Impact on Golden Cloud Technology

Doubled storage capacity to power more of Brazil's most innovative organizations

Scales storage capacity to meet demand while cutting costs and emissions

Positioned its organization to bid for and win more government contracts

Challenges

Previous storage could not keep up with rapid business and data growth

Budget constraints made it difficult to scale while staying profitable

Struggled to meet strict sustainability benchmarks for government clients

Results

Achieves sub millisecond latency and grows data 300 TB per year

Maximizes storage investment while offering customers flexible pricing

Expects energy savings of up to 85% per year with all-flash arrays

With its customers requiring more speed, performance, and availability from their storage, GCT adopted Pure Storage FlashArray//C in 2021 for video data and its Commvault repository, and Pure Storage FlashArray//X to support its Oracle and SQL Server databases and applications.

"It was time to level up our infrastructure," says Chief Technology Officer Edmar Ferraz. "Pure Storage gives us the performance our customers expect today and the scalability to grow with them as they handle more data and embrace cloud services."

GCT's data has since doubled in size—growing 300TB per year—and GCT has non-disruptively upgraded its FlashArray//C via the Evergreen architecture. In addition, GCT recently purchased Pure Storage FlashBlade//E with an Evergreen//Flex subscription to support the evolving needs of its customers.

"Evergreen//Flex gives us the freedom to own the Pure Storage arrays and the ability to expand our capacity as needed by offering consumption-based pricing to our customers," says Ferraz. "It's a win-win all around."

Sustainability and Security

Energy efficiency is also a priority for GCT, especially when bidding for government contracts that include strict sustainability benchmarks.

"With Pure Storage, we are on track to realize energy savings of 85% per year. Reducing our environmental footprint on top of gaining unparalleled performance was a welcome surprise," says Ferraz, referring to overall storage efficiency and sub millisecond latency for the largest customer workloads.

GCT is also committed to strengthening its customers' security posture. SafeMode™ Snapshots accelerate its data recovery and add a layer of protection to its customers' infrastructure, giving them peace of mind in the face of mounting ransomware threats.

Driving Growth Through Differentiation

GCT plans to expand into new markets such as Portugal and the United States and will continue to rely on the scalability of Pure Storage and simplified storage management across its growing fleet with Pure1. By moving its backup volumes to FlashBlade//E, it will gain the ability to meet its goals while unlocking new efficiencies and economies of scale.

"Pure Storage doesn't just make our business more performant, it's also a major differentiator when speaking to customers," says Ferraz. "The speed, power, ease of use, and efficiency we can deliver are truly best in-class."