

**WHO:**

Exchange Solutions, a provider of innovative customer engagement and loyalty products

CHALLENGES:

Platform performance
Security
Capabilities, maintenance and licensing costs of aging technology

IT ENVIRONMENT:

Two active-active data centers.
Three tier architecture - web servers, application servers, database servers. Mongo DB, SQL, Oracle, proprietary applications, SAS and Tableau for analytics.
Cisco networking & UCS servers

SOLUTION:

Two Kaminario K2, one in each data center (100TB each)

ADVANTAGES:

Increased speed and security at a manageable price

SaaS Express

Immediate response for K2 powered loyalty programs

Executive Summary

Technology is an essential factor in the delivery and success of Exchange Solutions' innovative customer support programs. However, to grow their customer base and attract larger clients, they needed to upgrade and modernize. Existing systems were straining to meet performance guarantees. Security improvements were essential. Selecting Kaminario K2 All-Flash-Arrays, together with Cisco UCS servers, cut overall response times by half and storage platform response times by 80%. They achieved the performance needed to help their business grow.

Exchange Solutions Overview

Exchange Solutions offers innovative customer engagement and loyalty products that maximize customer lifetime value, customer satisfaction, and profitability. Their innovative customer engagement programs use data-driven, personalized incentives to increase valuable customer behaviors, at a lower cost than business-as-usual marketing. Exchange Solutions tailors individualized customer offers to drive incremental behavior change. Their cloud-based platform permits rapid implementation in all channels, in real-time, customized to each client's needs. It's a proprietary approach to in-market experience that delivers faster results, better ROI, and deeper customer engagement than traditional promotional or loyalty programs.

“Our application is IO intensive and speed is crucial. Because our economic model is pay-for-performance, we must make money for our clients, or our revenue disappears. Kaminario's speed means we can offer more aggressive SLAs and grow our revenue while gaining opportunities with new clients.”

Shane O'Neil,
Exchange Solutions,
CTO

“We were looking at larger clients, and we needed to buy ourselves some engineering time to improve application performance substantially. Buying fast storage gave us the run-rate now and bought us time to create efficiencies down the road.”

Shane O’Neil,
Exchange Solutions,
CTO

IMMEDIATE BENEFITS:

- Kaminario K2 increased platform performance by 80%
- PCI compliance
- Simplified management
- Ballooning maintenance costs avoided
- Compression and deduplication included
- Five-year maintenance provides price stability
- Superior Kaminario support



The Challenge

Speed. Speed is a critical element in the success of Exchange Solutions’ loyalty programs. They also require security, scalability, and flexibility, and their aging infrastructure wasn’t keeping up. They struggled to stay under their 200ms SLA. Payment Card Industry compliance had become a necessity. As maintenance and licensing deadlines loomed ahead, renewal costs couldn’t be justified. They wanted to grow their customer base and acquire larger clients but had to demonstrate assured performance and security first. The financial success of the business had come to depend upon effective and efficient technology. It was time to examine options that would do the job and help them grow.

Examining Options

The Exchange Solutions team began an extensive look at their technology transformation options. The decision had been made to retire their legacy infrastructure, but the optimal replacement was still to be discovered. They knew that database speed was the biggest slowdown in performance and ability to scale. And although their developers were already working on improvements, they knew it would take time. “We do all we can to optimize inside our firewall,” said O’Neil. “After that, we’re at the mercy of the client’s environment.”

Faster infrastructure could make an immediate performance impact, not only by moving to flash storage but also by upgrading servers and network components. The Exchange Solutions team spent three months examining alternatives. Nearly all flash storage options were price prohibitive, lacked critical features and were offered by remarkably disinterested vendors. Except for Kaminario.

“What gave us confidence in Kaminario is not only how the team handled the sales process but their excellent support and the innovation around the technology. It’s unique. And it’s off the charts compared to others we’ve dealt with.”

Shane O’Neil,
Exchange Solutions,
CTO

The Solution

Exchange Solutions’ flash storage research led them to Kaminario. The elegant flash-specific architecture provided the simplicity of management and the breadth of features they required. It fit perfectly with their selection of Cisco UCS servers as their new standard. The K2 system included essential capabilities for data-at-rest encryption, deduplication, and compression. Kaminario also provided a usable capacity guarantee as part of the comprehensive Kaminario ForeSight™ business guarantee program. “Online storage is cheap. Fast storage online is not,” said O’Neil. “Performance over price made the decision that Kaminario was the right choice for us.”

To be certain of the proper fit, they asked for a proof of concept (POC) demonstration, but with a twist. The system would be the precise configuration they were interested in buying. They put the POC system into production, and after demonstrating an 80% improvement in platform performance, the system remained in place. A duplicate system was then installed at their second data center to create an active-active environment.



Contact

Contact a business development representative to answer any questions you may have.



Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario’s solution works for you.



Request a Quote

Request a quote for your application from our business development team.

About Kaminario

Kaminario, the leading all-flash storage company, is redefining the future of modern data centers. Its unique solution enables organizations to succeed in today’s on-demand world and prepares them to seamlessly handle tomorrow’s innovations. Only Kaminario K2 delivers the agility, scalability, performance and economics a data center requires to deal with today’s cloud-first, dynamic world and provide real-time data access -- anywhere, anytime. Hundreds of customers rely on the Kaminario K2 all-flash array to power their mission critical applications and safeguard their digital ecosystem.

Headquartered in Needham, MA, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, visit www.kaminario.com.

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