With the Hitachi infrastructure we can deliver the high availability and performance our customers are asking for, while providing us with a strong foundation for our domestic and international expansion.

Lorenzo Modesto
Chief Operating Officer
Bulletproof

Hitachi Data Systems Helps Bulletproof Power Its VMware Cloud Hosting Services, Boosting Availability for Customers

Established in 2001, Bulletproof has earned a solid reputation for exceptional stability, performance and world-class customer service. Bulletproof is now recognized as one of the largest cloud hosting providers in Australia, hosting several large sites, which attract record amounts of online traffic. As a result of this growth, Bulletproof sought greater performance and availability for its increasing customer base. In order to better manage its VMware public and private cloud services, Bulletproof deployed a Hitachi infrastructure solution to maximize the availability and performance of its services to customers.

Challenge
Bulletproof provides mission-critical hosting for some of Australia’s highest traffic websites, including the Australian Government’s Federal Budget, the official Australian Olympics site, and Whirlpool, Australia’s 8th busiest website. Bulletproof specializes in proactive monitoring and management and has been recognized as one of Australia’s most rapidly growing companies, securing Deloitte Fast 50 awards in 2010, 2011 and 2012.

With its clear business model and vision, Bulletproof has been able to capitalize on the dramatic shift to online. High availability is not only key to e-commerce and e-government operations. Businesses of all sizes and industries turn their websites into online “business cards,” serving as the primary channel of communication with their customers. Bulletproof’s high-performance infrastructure allows a customized and cost-effective architecture to be designed, deployed and managed for its customers’ mission-critical applications, e-commerce sites or campaigns. Such applications can include critical back-office or front-end services that require a fully managed cloud solution.

As Bulletproof continues to experience rapid growth, high availability and performance are vital to its continued success. The company seeks to exceed...
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the expectations of its customers 24/7. As such, it needs storage infrastructure that adapts to demands on its VMware cloud services, and is easily scalable and manageable.

“Availability and performance are critical to our business. It’s the primary reason our customers trust us with their mission-critical apps, e-commerce sites and campaigns,” said Bulletproof Chief Operating Officer Lorenzo Modesto.

“We operate in a highly pressurized environment, hosting and managing data and applications that are vital to the successful operation of Australia’s leading organizations. We take change management very seriously and we know that downtime is unacceptable for critical client services,” he explained.

Information growth rates have been explosive, not only from Australia’s rapid shift to e-commerce but also from the increasing number of enterprise systems that run on outsourced, private clouds. Bulletproof has found that customers increasingly understand that archive data holds value, and believe they will mine it for valuable business intelligence in the future.

Modesto said, “Customers used to keep data for as long as they needed for backup purposes. Now we find many customers want to keep all their data indefinitely, so they have the option to use it later for big data if they wish to explore this strategy for their business.”

Solution

Bulletproof engaged Hitachi Data Systems to find a solution that met its performance needs. Through a number of design and architecture meetings, HDS came to understand Bulletproof’s requirements fully and evaluated the most suitable solutions.

Following several years of excellent performance and stability from a Hitachi Universal Storage Platform VM storage area network (SAN), Bulletproof selected Hitachi Virtual Storage Platform (VSP) to deliver its next wave of growth. VSP would also act as its primary SAN for its public and private VMware cloud service. The only 3-D scaling storage platform designed for all data types, VSP flexibly adapts for performance, capacity and multivendor storage, with extensive scale up, scale out and scale deep options.

The end-to-end integrated Hitachi infrastructure also includes Hitachi Unified Storage and Hitachi NAS Platform to handle the massive, growing, big data applications in today’s environments. The solutions enable file sharing, file server consolidation, and application storage for mixed workloads and virtual environments, delivering the highest usable capacity and performance per node in the industry. Hitachi Device Manager lets Bulletproof engineers apply intelligent, proactive monitoring, analysis and reporting, from application to storage device, while managing virtual tiered storage from a single management console.

The Hitachi solution offered the highest service level agreements (SLAs) around availability, providing Bulletproof with the ability to scale while still meeting the required performance and availability parameters.

“The leading service availability, architecture of the array, and the fact that it was an enterprise-grade solution with multiple levels of internal redundancy, were the key reasons behind us choosing the Hitachi solution,” said Modesto.

Benefits

Through the Hitachi implementation, Bulletproof has enhanced the performance, availability and support for its mission-critical cloud hosting significantly when compared with its previous infrastructure. The deployment has also enabled the business to grow in line with its exponential data growth to deliver improved cloud services for its growing customer base.

Hitachi delivered everything: The Hitachi Virtual Storage Platform has been a highly reliable piece of infrastructure that allows Bulletproof to deliver the mission-critical hosting we have today.

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The Hitachi platform also enables Bulletproof to reduce its business risk and cost of ownership, while minimizing customer downtime. “Our scheduled maintenance has been greatly reduced, by 50%-70%, and being able to minimize the maintenance work involved with our infrastructure is definitely a win for our customers,” Modesto said.

Following the deployment of the Hitachi-integrated infrastructure, Bulletproof has further improved its ability to deliver mission-critical hosting and cloud services to customers. Thus, they have signed a number of new deals. Due to its bank-grade performance and availability, Bulletproof was chosen to host several high-profile happenings. For example, the company was selected to host the website of the Australian Olympic Committee. And, Blackmores chose Bulletproof to support the registration portal for the annual Blackmores Sydney Running Festival. The major sporting event attracted more than 34,000 participants in 2012.

“Hitachi delivered everything: The Hitachi Virtual Storage Platform has been a highly reliable piece of infrastructure that allows Bulletproof to deliver the mission-critical hosting we have today. Plus, Hitachi offers us the support we need to meet our strict service level agreements. The partnership has allowed us to grow our cloud services business and to maintain high availability and performance for customers with no storage limits,” Modesto said.

A Look Ahead
Driven by customer demand, Bulletproof has successfully expanded its geographical presence from Australia to the West Coast of the United States. The company has also brought on more sales and support staff in multiple locations to cater for its fast growing client base and further diversify its range of cloud services.

“Demand for mission-critical hosting has been a key growth driver for our managed cloud offering,” Modesto said. “With the Hitachi infrastructure we can deliver the high availability and performance our customers are asking for, while providing us with a strong foundation for our domestic and international expansion.”