



SUCCESS STORY
Service Provider



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GENESIS NETWORKS PTE LTD | PROBLEM SOLVED

NetApp HCI has provided Genesis Networks with the flexibility and scalability of an innovative, cloud-based data management solution that delivers enhanced performance without downtime.

NetApp HCI Enables Genesis Networks to Experience Enhanced Process Efficiencies and Cost Savings

We live in a data-driven world today. Copious amounts of data are processed by our phones and laptops on a daily basis and we are often concerned with the security and speed at which this data is processed, transferred and stored. Imagine being the ones in charge of this.

Up to

40%

reduced processing time

Cost savings

50%

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 **NetApp®**

“We have happier customers because performance is not an issue anymore. Performance is key, that’s why we’ve moved to NetApp’s HCI. We feel we’ve made the right choice”

Allen Lee
Managing Director
CISSP, CISA, BCCE, PMP

Genesis Networks Finds the Right Fit

As an IT Services Company that has been around for 17 years, Singapore-based Genesis Networks is in the thick of the data industry. They have four pillars of business – infrastructure, data center operations, application development and digital forensics, with each pillar complementing the other. Throughout the years, Genesis has gained recognition through the successful delivery of turnkey projects using in-house application development capabilities, network integration expertise and a privately-owned data center facility, as a trusted, one-stop technology solutions provider.

Genesis, as a managed service provider, has over the years accumulated different storage brands in their Data Center – including HPE, Nimble, Dell EMC, etc. As Genesis is transforming into a more analytical provider to their customers including AI/ML/DL, cyber security, amongst others. Genesis wanted to take this opportunity to consolidate and simplify their storage solution. When they reviewed NetApp’s HCI and data management capabilities in a hybrid multi-cloud environment, they believed that NetApp’s was the right solutions provider to cater to their needs.

Creating the Foundation for the Business

According to Allen Lee, Managing Director of Genesis, NetApp’s HCI is something they rely on to grow their business and keep clients happy. “One of the reasons we invested in NetApp’s HCI is because it has multiple usage for us. It’s used for our hosting service. All the

applications that we write are using HCI, and that includes our mobile fintech solution that is accessed by two to three thousand folks at one go. That is sitting in NetApp’s HCI, and that potentially will grow because it’s crucial that this application runs well, which is why we put it on NetApp’s HCI. The response, the uptime, the SLA – these are all crucial,” said Allen. “Our shipping application is also on NetApp’s HCI. Again, this is time-sensitive and we have created a private cloud on NetApp’s HCI. These are applications where we cannot afford downtime, so we rely on NetApp’s HCI to provide the necessary performance.”

HCI Connects the Segments

The experience with HCI prompted Genesis to partner with NetApp for their forensics arm. The performance intensity provided by NetApp’s HCI was key in Genesis’ decision. With the need for high-powered processing computers Genesis used to require a setup of 4 or 5 systems to run together, but with HCI, they could create multiple images together and use HCI to process them and thus speed up the processing time. This also resulted in about 50% cost savings. HCI’s application across the business unit was a critical bonus, as Allen points out. “In the past I had to set up a separate lab for the forensics, now I can share the same resource for all the platforms.”

The applications have real-time requirements which mean that HCI’s performance capabilities are crucial to the success of Genesis’ business operations. In the past, they were running on a traditional server with SAN storage and sharing resources with many other applications. With NetApp HCI’s all-flash architecture, Genesis now enjoys more than 10 times better performance than before.

Delivering Performance and Savings

HCI also provides flexibility that was previously unavailable. “HCI allows me to scale when I want to and release the compute and storage when I don’t. HCI allows me the flexibility of adding on computing when I need to and removing when I don’t, reallocating resources,” said Allen. In terms of storage, there is also an advantage as storage can be added on without having to buy a server. There is also no reason to buy a new machine to add memory, as the flexibility and scalability of NetApp’s HCI enables this and furthermore reduces processing time by 30-40%.

Genesis has enjoyed multiple savings with the implementation of NetApp’s HCI. Most new technology comes with increased productivity. But NetApp’s HCI increased productivity while offering about 50% cost savings. Besides direct cost savings, due to fewer machines required, there are savings in terms of physical space, which translates to savings in terms of power consumption for cooling, less cost due to the lower number of savings and time saved in terms of maintenance. With the 50% cost savings and 30% – 40% time savings, Genesis views HCI as a much more value-centric solution.

“Our sales staff are more confident when speaking to clients because they know that our backend can now manage higher loads more easily.”

Allen Lee
Managing Director
CISSP, CISA, BCCE, PMP

The Right Choice for Now and the Future

Allen feels that NetApp's HCI has helped future-proof Genesis' business for the next 3-5 years. Due to real-time requirements, he sees HCI replacing previous processing and storage solutions, and considers adopting NetApp's HCI as taking the lead. Due to the reliability and speed required, Allen considers the adoption of HCI to have given Genesis an edge over their competition.

NetApp's simplicity of implementation and maintenance, and the availability and proactive nature of their support prompted Allen to go with them instead of Dell EMC or Nutanix. With the savings in cost, the amount of support he received, the performance and the productivity increase, Genesis hasn't looked back since, with the entire team happy with the switch.

SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp HCI
FAS SAN Storage

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NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation, and optimize their operations. For more information, visit www.netapp.com. #DataDriven

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