

Aptum's aggressive hyperconverged cloud investments pay off.



Aptum evolves services as clients choose cloud for their innovation strategies.

Toronto-based Aptum needed to help its clients innovate by consuming high-performance storage. With the ability to scale up and down with ease and speed, Aptum clients would be able to confidently transform their businesses.

NetApp HCI is the foundation of Aptum's storage-as-a-service offering, which helps customers control and reduce storage costs without compromising performance.

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From its headquarters in Toronto, Canada, Aptum offers end-to-end IT infrastructure solutions for clients throughout North America and Europe. Its data center, connectivity, cloud and consulting services give more than 4000 corporate clients a lot of choice in how to consume infrastructure.

“Customers really struggle with different providers, different services, different hyperscalers, multiple relationships, multiple contracts for SLAs. We really try to take out that complexity, simplify it as much as possible, and deliver a unique customer experience,” said Craig Tavares, Global Head of Cloud at Aptum.

A long, close relationship

Like NetApp, Aptum’s heritage is in the data center. Aptum and it has been in a pioneer in the development of public and private cloud services. After more than 20 years of providing managed services, today it operates 14 carrier-neutral data centers globally. Aptum, and Tavares personally, contributed to Canada’s first dual hypervisor cloud built on the NetApp Flexpod technology.

That commitment to forward thinking and strategic alignment led to the recent adoption of NetApp HCI (formerly SolidFire) into the Aptum cloud arsenal. As some existing storage infrastructure aged-out and operating expenses increased, Tavares looked to move to higher-performance storage. The NetApp HCI all flash was the logical choice to achieve performance and build a multi-tenant environment.

Strategies for a successful journey

The decision to choose NetApp HCI over other

options came down to NetApp meeting key value propositions of technology performance metrics, an established collaborative partnership between the two companies, the economic competitive model of HCI and the articulation of a shared direction.

“A hybrid cloud vision and strategy is important to Aptum because we are in a very aggressive road map to become a recognized leader in the hybrid market.” Tavares said. “NetApp was perfect for that because they are also on a very distinct and deliberate hybrid journey in terms of the software capabilities, rolling out in cloud with Microsoft Azure, with Amazon Web Services, and building data fabrics between the hyperscale cloud and the private solutions within data center.”

The ultimate benefit is in offering Aptum customers a fuller portfolio of infrastructure to consume.

“For our customers, it’s about time to delivery, time to scale and deploy at cloud speed without having to buy dedicated storage,” he said. “For us it’s about time-to-revenue.”

Performance with no compromises

Tavares cites the example of an Aptum client specializing in providing managed services for Oracle applications. The client’s enterprise customers needed to consume storage like a utility model, but the performance of the Oracle applications and databases couldn’t be compromised. Using the NetApp HCI solution, Aptum offers the Oracle MSP client plenty of storage headroom for shifting demands without the traditional over-purchasing usually needed for a multi-tenant environment. Additionally, the NetApp technology ensures quality of service objectives are met.

“Our clients expect us to deliver more than just a data center,” he said. “With NetApp as a technology provider, we’re able to offer a complete range of services around data management and hybrid cloud at price points that wouldn’t be possible otherwise.”

For more information about Aptum, visit:
www.aptum.com

Hardware

- NetApp HCI
- NetApp ES
- NetApp AFF/FAS

Learn about the NetApp HCI offering [here](#)



+1 877 263 8277

About NetApp

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