DELL EMC

HELPING THE AMERICAN RED CROSS FULFILL ITS MISSION

Cloud services provider viLogics provides the Red Cross with the managed IT services it needs to achieve its humanitarian goals while reducing costs by up to 40 percent

viLogics   **American Red Cross**

Technology | United States

Business needs

With the Red Cross needing all its resources to supply vital services — from disaster relief for families and communities to lifesaving blood — the organization couldn't afford to be slowed by IT issues. An aging infrastructure and declining IT budgets were creating performance and management challenges and affecting users' experience.

Solutions at a glance

- Dell EMC XtremIO

- VMware vSphere®

- Dell EMC Data Domain
  - Dell EMC Data Protection Suite
  - Dell EMC RecoverPoint

- Dell EMC VPLEX

Business results

- Provides the high performance required for remote work

- Helps the Red Cross focus its IT budget on key priorities

- Accommodates rapid growth without overbuilding upfront

- Frees the Red Cross from the burden of IT management

10x
increase in performance

40%
cost savings
versus
old CapEx model

Founded in 1881, the American Red Cross is one of the oldest and largest humanitarian aid organizations in the world. To carry out its mission of preventing and alleviating human suffering in the face of emergencies, Red Cross employees and volunteers provide disaster relief services, teach people skills that can save lives and help them prepare for emergencies, and assist those who serve in the military. Of course, they also provide blood products for people in need, thanks to the generous donations of approximately 3 million blood donors annually.

But like many organizations, the Red Cross was facing challenges. An outdated IT infrastructure was making it difficult to innovate. IT budgets were shrinking. And routine management tasks were interfering with higher strategic priorities.

"Quite honestly, we no longer had the desire to own and manage our IT assets," says Brian Yanni, IT financial controller for the Red Cross. "As we looked to improve our critical blood-manufacturing system, it led us to our key strategic partners for IT: viLogics and Dell EMC."

Adopting a consumption-based IT model

The Red Cross decided to move away from a CapEx-OpEx strategy and employ a pure, consumption-based OpEx model with its predictable cash flows. To deploy and host the new solution, Yanni and his team chose viLogics — a leading enterprise cloud services provider with 26 data centers across the U.S. The service provider assessed the critical nature of the Red Cross's applications and data, including an expanding virtual desktop infrastructure (VDI), and picked Dell EMC XtremIO as the best solution for the organization's managed IT services.

"With traditional spinning disk storage, the Red Cross had been having performance and responsiveness issues," states Shawn Long, CEO of viLogics. "In addition, more people were working remotely, putting greater demands on their VDI environment. XtremIO gave us the true Tier 1 flash storage the Red Cross required."

viLogics invested in two 40TB X-Bricks, at the Red Cross's primary site, to support the organization's entire mission-critical environment of more than 100 applications, including its blood-manufacturing software. In addition, viLogics purchased two 20TB X-Bricks to use for disaster recovery at a secondary site.

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>
> Brian Yanni
> IT Financial Controller, American Red Cross

5:1
average data reduction

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Superb performance and very low latency

With XtremIO, the American Red Cross immediately received the performance and responsiveness improvements it desired:

- Performance increased tenfold, from 25,000 to 30,000 IOPS on older infrastructure to 300,000 IOPS or more with the applications consolidated on the XtremIO platform.

- Latency decreased by 90 percent to sub-millisecond levels.

This is especially important because the Red Cross increasingly relies on VDI to provide needed applications and services to its 30,000 employees and 500,000 volunteers nationwide.

"XtremIO helps us deliver needed services," Yanni remarks. "It ensures that users' computing experience is the same as it would be if the apps were running locally on their desktops. The feedback from users and customer groups has been very positive."

Exceptional cost savings

In addition to getting the performance it was looking for, the Red Cross has enjoyed cost savings of approximately 40 percent. The predictable, cloud-based OpEx model has enabled the organization to adhere to tight budgets while continuing to invest in emerging technologies and innovation.

At the same time, viLogics is enjoying additional cost efficiencies from streamlined data center operations:

- An overall data reduction ratio of 5:1 — thanks to XtremIO's thin provisioning and global inline deduplication and compression — effectively extending storage capacity for the Red Cross.

- An 85–90 percent reduction in data center space allocated to storage — moving from four or five racks to just a half-rack for the XtremIO array, resulting in corresponding savings on power and cooling costs.

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- Simplified management to affordably meet Red Cross needs while maintaining promised service level agreements (SLAs) and eliminating downtime.

- Multidimensional scalability from the next-generation XtremIO X2, so the storage platform can be expanded as needed in the future to keep pace with the growing commitments of the Red Cross.

"Data center space and the costs of power and cooling are obviously key drivers for our bottom line," notes Long. "The more efficient we can be, the more savings we can pass along to our customers — and the more profitably we can run our company."

Safeguarding critical information

The critical nature of Red Cross data, such as its blood-manufacturing database, also necessitates reliable backup and recovery. viLogics has implemented Dell EMC Data Domain, the Dell EMC Data Protection Suite, Dell EMC RecoverPoint for continuous replication and point-in-time recovery between primary and secondary data centers, and Dell EMC VPLEX for All-Flash to further protect the organization's mission-critical apps and support data center consolidation.

"With 40 percent of the nation's supply on our blood application, preparedness is paramount," Yanni states. "viLogics and XtremIO provide us with the certainty we need. We really appreciate the tight integration between viLogics and Dell EMC."

Building a digital future

Going forward, the American Red Cross expects to further enhance the delivery of applications and data to its employees and volunteers via its VDI environment, so people can be more productive on any device at any time. viLogics is working closely with the Red Cross and Dell EMC to streamline the way in which it can deliver the digital world to end users.

"We're excited about the marriage between the world's leading server provider and the world's foremost storage provider," comments Long. "Dell EMC truly appreciates and supports the value of consumption-based IT that we think is ideal for customers such as the Red Cross."

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