

Case Study

Right Time. Right Tools. Right Space.

Ensuring Storage Solution Availability for the 'Hybrid Advisor'

Deft is a global custom hybrid IT infrastructure solutions provider. From data center (colocation) and network services to hybrid cloud, the edge, and business continuity/disaster recovery, Deft faces significant storage requirements to deliver its managed services, for themselves and their clients. They sought a partner who could handle the volume and tight delivery dates to exceed client expectations. Scalable solutions, designed for performant, high-density environments, were critical.

- **Exos™ E 5U84 has space for 84 drives. Competitors have space for 60 drives.**
- **5U84 chassis allows up to four separate zones.**
- **Higher density can lead to fewer needed racks.**
- **Seagate® can meet quick petabyte demand.**

Their Story

A Skillful Tech Partner

Deft is a global provider of colocation data centers, cloud infrastructure, edge, and disaster recovery services. For over two decades their mission has been to deliver on, and humanize, the promise of technology. Formerly known as ServerCentral Turing Group, Deft designs, builds, operates, secures, and scales unique technologies to deftly deliver on that promise for its customers.

Their Goal

Adding Guidance to Gear

Deft aims to be a “hybrid advisor” and not solely a vendor of products for its customers. The company differentiates itself with the ability to provide the right custom solutions for their data center, cloud, and hybrid clients.

Their Problem

Making Infrastructure Work Smarter

Deft maintains 14 core colocation data center facilities and 89 edge locations around the world, providing clients with a comprehensive set of managed services including cloud-based storage and business continuity/disaster recovery. They strive to achieve the best efficiency they can, focusing on multiple factors such as rack unit spacing and ease of maintenance. Recently, Deft turned its focus to data storage capacity and efficiency.



Meeting Storage Needs Swiftly and Precisely

Deft's requirements are becoming familiar for many infrastructure providers. They manage colocation data center facilities, edge locations, and public cloud environments where they advise customers on everything from architecture, design, deployment, management, scale, support, and security. Deft sought a storage solution provider who could meet the challenges of the multi-faceted requirements of their business.

Both large and small-sized clients tend to underestimate the amount of data they generate on a daily basis, along with the amount of space that's required to contain it, according to Deft's Senior Vice President of Technology, Byron Dill. In many cases, Deft is approached by clients to take over infrastructure management on their behalf, solving challenges such as scale, data storage strategy, data security, availability, and more, so that they can focus on their core business concerns. Deft's mission is to be their clients' hybrid advisor, and not just a technology vendor.

A near-term objective for Deft is to share the benefits of bulk data infrastructure purchasing with their clients—an increasingly appreciated bonus due to recent fluctuations in global supply chains. This practice covers a wide range of equipment such as the expected ubiquitous servers and physical racks found in data centers, but also the storage hardware meant to handle Deft's clients' ever-increasing amounts of data. Some storage vendors can fulfill large product orders rather quickly, but fewer are adept at fully understanding a customer's requirements, working with them towards the best applied solution, and quickly providing the scale needed within an expected time. That's how Dill and Deft's engineers came to work with Seagate®.

While product availability and pricing might be enough to get a solutions partner noticed, especially in a data-driven industry, it's frequently the differences and improvements in technology that help solidify the purchase decision.

"We have engineers who work on investigating new products and have come back and spoke highly of Seagate products," Dill said. "And not just the products we've purchased in the past, but some of their other technologies, as well."

Deft ultimately decided on multiple units of Seagate's Exos™ E 5U84 expansion JBOD systems. Alongside meeting Deft's product availability and pricing concerns, it was the difference between Seagate's Exos solution and competitors' that helped it stand apart. Two points in Seagate's favor, according to Dill, were the "ability to deliver product, given the challenging market right now," as well as Exos technology allowing Deft to "get the number of drives that we're able to get in these JBODs. And when you're dealing with floor space in a data center, higher density is a good thing."

"It saves us floor space," Dill continued. "It saves us management. Most importantly, it saves our clients' money."

Another Exos benefit that appealed to Dill and his team at Deft were ease of maintenance due to the system's accessibility, particularly how the drawers come forward on the 5U84 to provide easier access to maintain or replace drives, as well as how all cable management is contained inside the chassis. Deft saw this as another welcome difference between Seagate's solution and competitor's offerings.

LOOKING AHEAD

As Deft continuously analyzes trends in data infrastructure for the benefit of its clients, Dill said he and his engineers are considering additional Seagate solutions in the future, including Exos CORVAULT™ self-healing, high-density data storage, the newest Seagate enterprise hard drives, Exos Application Platform (AP) (integrated compute and storage in a single enclosure), and CORTX™ intelligent object storage software.

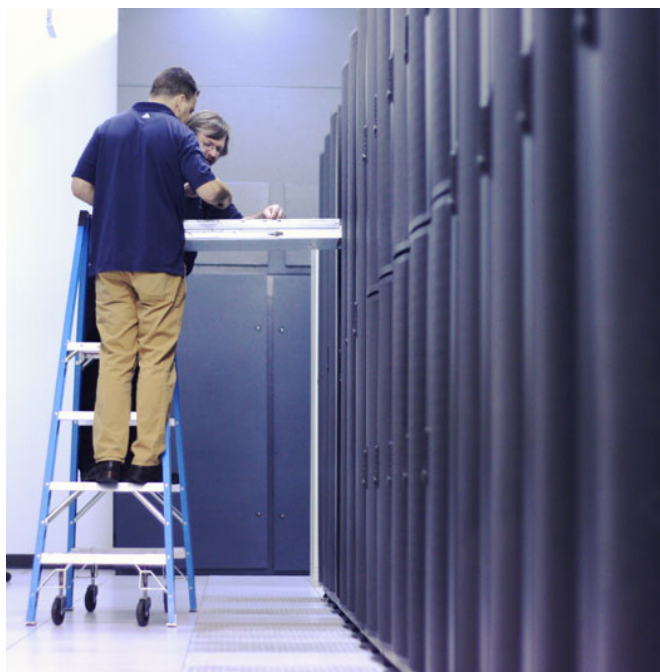


Their Success

More Drives in Less Space = Increased Efficiency

“Whether we’re building a one-rack, bare metal solution, a multi-rack, hybrid-cloud environment, or delivering a complete computer room for a client, density (footprint efficiency) is critical. With Seagate, we’re able to deploy 84 drives in the space where other solutions support 60. Working with our scale of 14 data centers around the world, this empowers us to operate as efficiently and effectively as we can.”

Byron Dill
Senior Vice President of Technology, Deft



“

“Seagate and Deft found a way to deliver, making what was seemingly impossible possible: meeting demand when many other organizations weren’t.”

BYRON DILL, SENIOR VICE PRESIDENT OF TECHNOLOGY, DEFT



Products Used



EXOS E 5U84 EXPANSION JBOD

Industry-leading density and performance.



Ready to
Learn More?

Our storage specialists are here to help you find the right solution for your data challenges. [Talk to an expert.](#)

seagate.com

© 2022 Seagate Technology LLC. All rights reserved. Seagate, Seagate Technology, and the Spiral logo are registered trademarks of Seagate Technology LLC in the United States and/or other countries. Exos, the Exos logo, CORVAULT, and CORTX are either trademarks or registered trademarks of Seagate Technology LLC or one of its affiliated companies in the United States and/or other countries. All other trademarks or registered trademarks are the property of their respective owners. Seagate reserves the right to change, without notice, product offerings or specifications. CS627.1-2207US

