socoto Transforms its IT Infrastructure to Enhance the Customer Experience

The customer summary

Customer name
socoto

Industry
Enterprise marketing software

Results

• Cut servers in half and reduced power consumption by two-thirds
• Reduced IT workload and manual errors with simplified and automated operations management
• Lowered system backup time from 20 minutes to 2 minutes or less

Background and business challenges

Founded in 1999, socoto provides a web-based marketing management system that streamlines multi-party communications, facilitating the end-to-end coordination of marketing planning, implementation, and management operations.

Delivering optimal customer experiences 24/7 is the highest priority for socoto, which meant the company required its underlying IT infrastructure to deliver high degrees of performance and reliability. IT management needed the infrastructure to be flexible and easy to manage. Previously, socoto deployed a traditional three-tier architecture that unfortunately suffered from many dependencies and required considerable manual, labor-intensive IT processes to operate.
With existing storage licenses set to expire, socoto turned to Logicalis for its expertise and advice on how to implement a more powerful, future-oriented solution that would simplify IT administration, deliver a high standard of performance, and maintain availability. After a careful review, Logicalis recommended socoto completely renew its IT infrastructure with a hyperconverged infrastructure (HCI) solution, which would unify the provisioning and use of compute, storage, and network resources.

Logicalis recommended Cisco HyperFlex™ as the HCI solution.

**Results summary**

Logicalis chose Cisco HyperFlex because the system offers high levels of performance and supports a wide range of hypervisors, along with data management and optimization services. In addition, it can be easily automated and managed, simplifying and accelerating the provisioning of new IT services.

With the Cisco HyperFlex solution, socoto has significantly increased the speed of its business processes. For example, creating complete backups with the legacy system previously averaged 20 minutes to complete. Using the Cisco HyperFlex solution, this process completes in two minutes or less.

Improvements were noted across many other operational components within IT. The simplified management provided by Cisco HyperFlex results in fewer manual errors and reduces the employees’ workload. The number of servers deployed was cut by half, with power consumption reduced by two-thirds. Even the amount of necessary network cabling was reduced. The HCI system offers new solutions by means of full integration in the VMware vCenter.

The combination of Logicalis’ expertise and the Cisco HyperFlex HCI solution provided socoto with an IT infrastructure that meets today’s requirements and is ready to meet the requirements of tomorrow.

“The collaboration with Logicalis was first class. Their close relationship with us as the customer and comprehensive technical knowledge created a positive working relationship. We were impressed by the solution consulting, which was specially adapted to our needs, and the excellent project management offered by Logicalis employees. ... The competent advice and project implementation by Logicalis experts have delivered great results in so many ways. As a result, we are ideally positioned to meet future challenges.”

**Andreas Frosch**  
Head of System Administration at socoto

“With an HCI solution from Cisco, the customer socoto can be ensured that their computer center will be fast, flexible, and viable over the long term, because such solutions accelerate and simplify the provision of new IT services.”

**Felix Knapp**  
Presales Consultant at Logicalis