FUJITSU

Case Study
Pea Soup

»The raw performance of PRIMEFLEX for VMware VSAN is extraordinary and we now supply Cloud services to five different media companies who each have their own virtual data centre. This enables them to broadcast valuable content in a totally secure and seamless fashion.«

Martin Bradburn, CEO, Pea Soup

The customer

Country: United Kingdom
Industry: Cloud Computing
Founded: 2014
Employees: 4
Website: www.peasoup.net

peasoup
cloud simplified

The challenge

Pea Soup needed a resilient, flexible and high-performing server platform to host its innovative software-defined Cloud. Finding a compatible and versatile RAID controller was a key part of bringing its vision to life.

The solution

Working with global reseller Arrow, the company installed six FUJITSU Integrated System PRIMEFLEX for VMware VSAN adjusted to the individual requirements of Pea Soup with the potential to scale to host thousands of virtual machines and 4.4PB of storage.

The customer

Pea Soup was founded in 2014 by two enterprise computing veterans who believed they could revolutionise Cloud Computing. It aims to simplify Cloud provisioning in order to more easily deliver computing solutions to its customers. The essential method of doing so was to build it as an entirely software-defined environment.

The challenge

Pea Soup needed to ensure its on-demand Infrastructure-as-a-Service (IaaS) was competitive with similar services from Google, Amazon and Microsoft. That required a solution with optimal security, stability and performance. Creating a hardware platform with inherent reliability and high performance to support a software-based data centre was therefore its first priority.

"The original goal was to build a data centre based on VMware that would provide IaaS and attached services, such as Disaster Recovery, with a hybrid Cloud providing the link between the two," explains Martin Bradburn, CEO, Pea Soup. "We decided that a software-based data centre without a SAN environment and working purely on servers using the N+1 model was the way forward. This would create a truly software-driven Cloud platform."

In order to bring this vision to life, Pea Soup needed to find the right server backbone to support the business. With media content providers as its core initial market, it needed a robust and flexible solution that could effortlessly handle streaming huge volumes of data. It soon discovered that the equipment it needed was too specific for many of the major vendors to match.

"We looked at multiple vendors but the idea of a virtual SAN is so new that few could demonstrate a compatible solution and, furthermore, the prices quoted were through the roof," adds Bradburn. "Servers have become commoditised and there is little to distinguish one from the other but, in this case, we needed a specific RAID controller to provide the internal storage and only Fujitsu could give us one that met our specifications."

To realise its ambitions, Pea Soup partnered with Arrow, a Fortune 150 company that specialises in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation.