

8x Better Performing Storage Architecture Enables Fast Decision Making for Leading Intelligent Pricing Firm

Problems

- Slow storage
- Not scalable
- Too complex
- Expensive

Solution

- Datera Data Services Platform

Results

- 8x higher performance
- 70% lower TCO
- 100% software-based
- Global scalability
- Simple management
- No-touch automation
- Policy-based control

Future

- Scale Datera globally
- Increase capacities across sites
- Enjoy consistent high performance

Vendavo™ is a leading pricing analytics firm, providing an end-to-end SaaS-based process for enterprises to maximize value while reducing risk in the sales process. Vendavo helps companies develop dynamic customer insights and optimal pricing strategies.

Companies with complex product offerings and configurations require the ability to create accurate price quotes very quickly, in order to get fast decision making by customers. Vendavo helps enable these companies' ability to close sales with their integrated guided selling, product and pricing configuration, quotation, proposal and contract support software and service. By increasing efficiency in the quote process, sales teams are able to spend more time with customers rather than being bogged down with administrative headaches and difficult-to-decipher pricelists.

Vendavo, with over 400 employees and an ever-expanding customer base, continues to innovate and streamline the sales quote process with intelligent price optimization integration.

The Challenge

Vendavo’s growth necessitated a technology refresh, including development and test environment. While assessing technology already in place, the IT team found a surprise glitch on the network, leading to the discovery that the VLANs (virtual LANs) needed additional bandwidth to properly manage traffic and reduce congestion. At this point, the team needed to also look at additional storage options to complement what was already working in-house.

“We started by looking for a storage option that could fit our immediate needs but could also accommodate the company’s growth. What we initially found were solutions that were either cost prohibitive or too complex,” said Bruce Smith, Senior Data Base Administrator. “A colleague had a positive experience with Datera and recommended we consider the company’s offerings as part of the process.”

The Solution

Once it was decided that Datera could be the solution of choice, Vendavo tested the company’s technology in a proof of concept (POC) using Oracle Orion to measure storage performance for the Oracle NoSQL databases. The expectation was that Datera would run similar to the solutions already in place, but after testing, the results were much better than anticipated.

It took less than a week to install Datera and get it up and running with connectivity to the host in 15 minutes. Further measuring performance, the data showed 60 percent read and 40 percent write against benchmark standards. And, head-to-head comparative results with storage solutions already in place, found Datera performed an average of 8x faster.

“The entire experience was seamless, and any questions or concerns were addressed immediately by the Datera support team,” said Smith. “Not only was performance better than expected, as a company that specializes in helping companies enhance their customers’ experience, we found that Datera exceeded all expectations.”

By adding Datera as a storage solution, metrics improved and the network issues that were uncovered during the initial refresh were resolved. “The ease of the interface and the ability to define our own application templates made the process seamless and successful,” said Smith.

Next Steps

Going forward, as Vendavo’s SaaS offerings gain more traction, the company anticipates the need for increased storage capacity at the consistent speed shown in testing which Datera will be able to accommodate.

“ Not only was performance better than expected... Datera exceeded all expectations. ”

Bruce Smith, Senior Database Administrator

About Datera

Datera is the only 100% software-based elastic data services platform that powers high performance, data-intensive applications @scale with breakthrough orchestration and automation in partnership with the leaders in server-based infrastructure, all at a 70% lower total cost of ownership and operation.

Datera is recognized by Network World as a Hot Storage Company to Watch, CRN as a Top Software-Defined Data Center Provider and the Telecom Council as a Service Provider Innovation Award winner. To learn more about Datera, our partners, and our solutions, visit www.datera.io, email info@datera.io, or call +1-844-4DATERA.

About Vendavo

Vendavo empowers B2B Global 2000 leaders with world-class, innovative pricing and sales intelligence solutions that yield the insights necessary to drive millions to the bottom line. Customers—who operate across various industries including chemicals, industrial manufacturing, high tech, and wholesale distribution—trust Vendavo solutions and business experts to provide guidance on effective strategies and best practices that maximize margins and enable businesses to close more deals, more profitably.

Vendavo is headquartered in Denver, CO and has offices around the globe.