



# How Seagate Helped Nexstor Optimize Operations

## Enabling Business Agility

Nexstor specializes in delivering infrastructure, storage, and data protection. Operating in a competitive market, it competes with the biggest players, who are competitively positioned to drive prices down. To compete, Nexstor needed a reputable partner with the right economies and technology to deliver fast, resilient, high-density solutions. Seagate was the partner of choice due to the competitive solutions and high-density 84 drive enclosure. This, coupled with flash solutions, puts Nexstor in a position to meet customer requirements to store vast amounts of data in a small amount of space—ultimately keeping costs down.



Their Story

## Mission-Critical Performance in Long-Term Cloud Solutions

Nexstor is moving toward delivering long-term cloud solutions, using Seagate for managed services, backup, and data recovery. Nexstor's customers require mission-critical performance and quick data replication. Nexstor is unique in offering tier-one storage, with its performance for data recovery being so trustworthy that one customer in particular chooses to run its entire operation from the Nexstor cloud.



# Offering Highly Versatile Solutions at the Best Price

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## Their Goal

Nexstor needed a cloud solution for its customers, but previous technologies weren't flexible enough for installations like VMware. Nexstor quickly discovered that detached storage from Seagate and computing power from HP offered the most versatility and best price.

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## Their Problem

### **Clients Struggled to Manage Vast and Growing Amounts of Data**

Nexstor's clients were struggling to manage the large amounts of data created from growing applications, such as AI. From this challenge, Nexstor identified the requirement for cloud-based services and, as such, diversified its portfolio to match market demand. Nexstor believes its cloud solutions benefit customers' ROI, while helping them migrate workloads to the cloud.





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Their Solution

## Partnering With Seagate Changed Nexstor's Business Direction

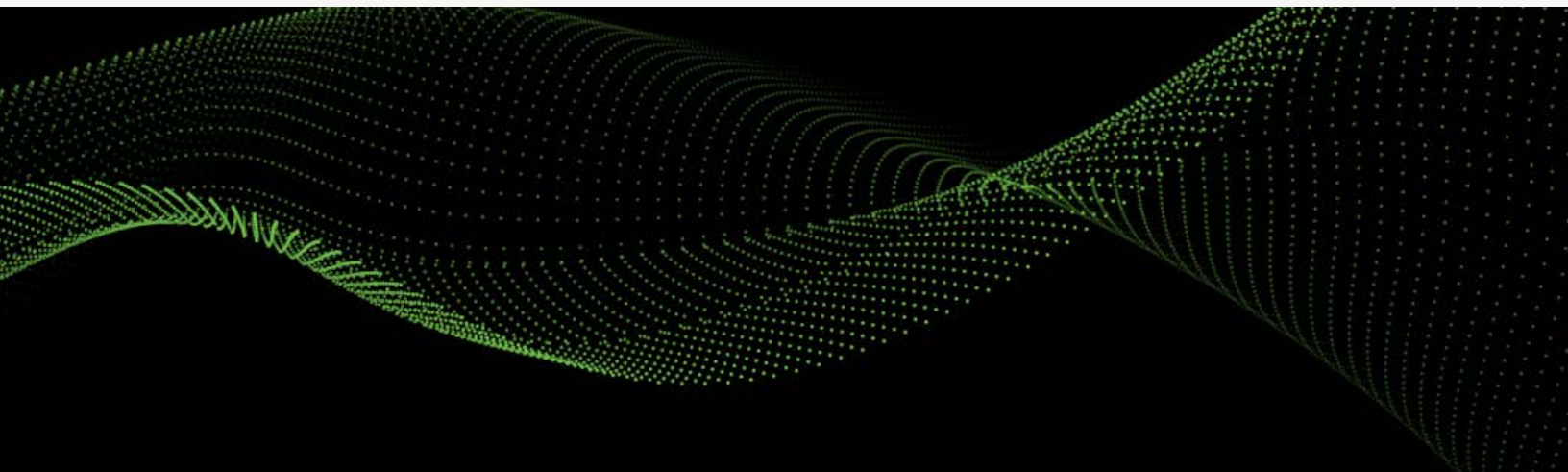
Nexstor needed to offer more personalization with the solutions for its customers, especially for those who required something more tailored and specialized to their business, an out-of-the-box solution.

Seagate allowed Nexstor to offer expanded operations through highly flexible products with inbuilt scalability and modularity to address its customers changing data requirements, which could oscillate to anything between 200 terabits to 600 terabytes. Being able to offer this flexibility meant Nexstor could allow its customers to grow as quickly as necessary, while gaining customer confidence in the product supporting them. Because the Seagate approach is modular, Nexstor could piece it together and create a fully customized solution for each client.

Being able to deploy the right solutions with a product that was easy to understand meant that Nexstor only needed to put the right network in place to get its customers started. The ease

of installation and configuration means Nexstor has brought down the time required on site to just a few days, saving staff costs and downtimes by managing the installation remotely. Using this formatted template, Nexstor has been able to minimize errors, increase its customer base, and enable higher profits.

Partnering with Seagate has changed how Nexstor runs its business—prior to working with Seagate products, it had servers of all shapes and sizes, but narrowing down and specializing its offering has allowed Nexstor to grow and expand with market demand. Using a templated compute design and being able to choose options for customers with ease—from storage to complete solutions—means the entire business model is streamlined.



Their Success

## Business Operations Are Clearly Focused

Nexstor's streamlined business operations have helped them acquire new customers and retain the existing ones. There are fewer slowdowns due to hardware issues, and reliability and resilience is significantly up. Partnering with Seagate has enabled Nexstor to deliver a stronger solution.

Nexstor's internal sales team is proud to sell Seagate. Partnering with Seagate has allowed Nexstor to provide price-sensitive deals and exceed client expectations.



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**“I only wish I'd found Seagate earlier!”**

NEXSTOR CONTACT TBD, **TBD AT NEXSTOR**



# Products Used



**High-density enclosure—5U84**



**Seagate ADAPT data protection technology**



**Enterprise flash controller**

Flash solutions— Nytro 3331 SSD, Nytro 3131 SSD, Nytro 3330 SSD



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