



Staying Competitive: Deploying a Plug and Play SAN for the Financial Services Industry

iQstor Customer: iPayment, Inc.

Dependability. Flexibility. Resiliency. Merchants rely on credit card processing companies to be able to deliver cost-effective services on a 24x7 basis -- without the ability to run transactions, many merchants would lose their competitive edge.

iPayment, one of the fastest growing providers of credit and debit card-based payment processing services to small merchants, needed to build a storage infrastructure that would allow it to serve its existing client base and allow for expansive growth. The company's approximately 90,000 clients are active small merchants located across the United States, and iPayment's business model is geared to provide processing for this underserved market at rates greatly lower than the competition.

Searching for a storage solution that would provide a robust infrastructure at a cost-effective price, iPayment needed to select a storage area network (SAN) that would allow data consolidation for all information related to the transaction process. After reviewing competing storage networking products, iPayment chose to implement their SAN using iQstor's iQ1000 Storage System, a decision that allowed them to quickly deploy an easy-to-manage storage network that was robust, reliable and scalable to serve their stringent processing requirements.

"iPayment needed a storage network that was easy-to-install and easy-to-manage, and iQstor's storage solutions fit their requirements," Albert Saraie, director of marketing, iQstor, said. "iPayment's search centered around finding a SAN that would allow very easy management, and iQstor's solution shipped with a wide range of intelligent features already in the product."

Assessing the Requirements, Selecting the Solution

iQstor's assessment team worked with iPayment's IT staff to get an understanding of their storage needs and overall objectives. After reviewing the challenges related to their existing storage infrastructure, iQstor then offered recommendations for meeting iPayment's storage road map, developing the most appropriate storage architecture that delivered optimal management and storage utilization for the processing firm.

In this case, iPayment chose iQstor's iQ1000 Fibre Channel solution that provided them with an easy installation and growth path that would support capacities and services needed for planned increases in customer base.

iQstor's iQ1000 is a self-contained storage system that brings an intelligent and highly-available solution to address the data needs of growing financial services organizations. Delivering enterprise-level features and functionality with fully redundant Fibre Channel disk drives and subsystems, the iQ1000 delivers storage growth, scalability, data protection, storage automation and plug and play simplicity – at a price point that's dramatically less than competing Fibre Channel solutions.

"With iQstor, iPayment can achieve increased productivity and increased efficiencies, allowing them to deliver top notch service to their merchants and stay competitive in the financial services industry."

Business Challenge:

Select a cost-effective, easy-to-install and easy-to-manage storage networking solution that would allow data consolidation and support expansive growth of the company.

Solution:

Deploy an iQstor iQ1000-powered SAN that meets stringent processing requirements, delivers consolidated and virtualized storage for data associated with credit card processing, and allows easy management and optimal storage utilization for the company.



CUSTOMER SUCCESS STORY

Initially implementing a 1.1 TB storage network and activating the solution's Volume Manager based Virtualization (VMV) feature, iPayment can consolidate storage, dynamically scaling the virtualized storage to 17.6 TB in a very cost-effective manner, if needed. iQstor's VMV addresses virtualization in a **volume-based manner** – allowing iPayment to simplify management, simplify storage provisioning and reduce administrative overhead, bringing lower TCO and higher ROI for the company. Other storage services embedded in iQstor storage systems include services for snapshots, mirroring, storage provisioning, remote replication and automated capacity growth.

The company chose to start with the Volume Manager based Virtualization for storage consolidation, and activate other features down the road as they needed additional services. This ability, to infuse additional intelligence in the storage network infrastructure — growing the feature set only as required — gives iPayment a cost-effective and smart way to enhance their storage network.

Easy Installation, Best-of-Breed Capabilities

Installation of the SAN was straightforward and capitalized on the integrated functionality contained in iQstor's storage solutions. Delivering the iQ1000 on-site, iQstor's Professional Services group worked with iPayment's IT staff to easily connect iPayment's SQL servers, configure the system and migrate data into the newly-deployed SAN.

As iPayment worked with iQstor's Professional Services team, they discovered one of the unsung benefits of selecting an iQstor solution: Using iQstor allows IT administrators to escape the typical pitfalls inherent in other SAN installations and turn the activity into a straightforward, simple and hassle-free process.

Working with the SAN in the months following the install, iPayment has seen its storage solution easily and securely handle the transactions generated by merchants throughout North America. And the company is extremely happy with the iQstor SAN that is a critical component of their credit card processing services.


“Choosing iQstor's solution allowed iPayment to deploy an intelligent SAN with greatly reduced complexity, in a manner that was simple, straightforward and came in at a very affordable price point,” said Saraie. “With iQstor, iPayment can achieve increased productivity and increased efficiencies, allowing them to deliver of top notch service to their merchants and stay competitive in the financial services industry.”

Compliments of: 



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Storage Solution Configuration

- **iQ1000 FC Storage System**
- **1.1 TB Disk Space**
- **Storage Virtualization**
- **Dynamic Provisioning**
- **iQstor SAN Manager**

