

# Reliable and innovative data center transformation unlocks limitless potential

Driving compliance, efficiency and innovation: a modern data center that meets growing archival needs while minimizing downtime, reducing footprint and cutting costs.

## Business needs

Smarsh, the global leader in communications data and intelligence, chose to rearchitect its legacy environment to accommodate rapid growth. A key component of this transformation was the implementation of all-flash storage for virtualization and to optimize performance.

Dell Technologies was selected to provide the high-end storage solutions necessary to meet Smarsh's demanding requirements. The new infrastructure was designed to support Smarsh's large database instance and to provide a robust and scalable platform for Smarsh communications compliance offerings.

## Business results



**Reduced** data center footprint by 67%, driving significant power and cost savings – from 17 racks to one.



**Enhanced** data access speed, decreasing latency by 10x.



**Lowered** monthly OpEx by over \$200k with Dell APEX.



**Improved** cyber resiliency, ensuring strong data protection.

## Solutions at a glance

- [Dell PowerMax](#)
- [Dell PowerStore](#)
- [Dell APEX Subscriptions](#)
- [Dell PowerProtect Cyber Recovery](#)
- [Dell APEX AI Ops](#)



**Reduced data center footprint by 67% driving significant power and cost savings.**

## Seeking a smart data center

As a technology provider and partner for organizations in highly regulated industries, Smarsh prioritizes security, reliability and data availability.

As a leading technology provider, Smarsh is dedicated to helping organizations in highly regulated industries manage and secure their communications data. Through its innovative solutions, businesses can capture, retain, and supervise digital communications with ease. Smarsh prioritizes security, reliability, and data availability, empowering clients to streamline compliance processes and protect their critical communications data.

Managing the challenges of a legacy tech environment, while storing between 10 and 15TB of new data every day in connection with a single application, was hindering its abilities to innovate. Smarsh reached out to Dell Technologies to help modernize its Professional Archive environment with a smart, flexible and resilient solution, capable of storing, securing and managing growing data volumes.

## Building a modern archive

Having seen other organizations use Dell Technologies for highly available and mission-critical workloads, Smarsh chose Dell PowerMax and PowerStore technologies to build the foundation of its modern high-performance archive infrastructure. Smarsh also implemented Dell PowerProtect Cyber Recovery to ensure data backup and recovery and APEX AIOps to monitor the environment.

By adopting PowerMax and PowerStore, Smarsh modernized every facet of the data center —providing a high-performance, secure and energy-efficient architecture. PowerStore's intelligent, scalable and dense environment delivers sub-millisecond latency, ensuring high availability, making the data accessible and searchable. PowerStore all-flash drives compress and duplicate data, enabling multiple terabytes of

storage on a single flash drive. By augmenting the PowerStore with the PowerProtect Cyber Recovery vault, Smarsh automatically isolates its most critical workloads away from malicious actors. With stringent access controls and robust authentication, the immutable backup copies are safe and ready to restore in the event of a cyber threat. Additionally, Smarsh employs PowerProtect Data Manager for backing up its VMs, ensuring robust data protection and recovery. It also utilizes PowerProtect Data Domain appliances in both data centers, leveraging DDBoost to back up its Microsoft SQL data and enhance its comprehensive cyber resiliency strategy.

## Delivering power, performance and protection

PowerMax's advanced automation capabilities minimize repetitive management tasks, allowing Smarsh to monitor proactively. Built-in machine learning provides predictive analytics and pattern recognition, optimizing performance and enabling compliance with data regulations.

Both PowerMax and PowerStore scale vertically and horizontally. Smarsh has reduced its infrastructure footprint by 67% with breakthrough energy efficiency driving significant power and cost savings.

Dell PowerMax empowers Smarsh to handle its largest mission critical database solution in North America by providing unmatched performance, resilience, and intelligent storage management. Reducing latency by a factor of 10 allows Smarsh to get to its data faster, improving overall efficiency and productivity.

## Unleashing potential, boosting value

AI-driven observability and management features within Dell PowerMax and PowerStore technologies assure the highest levels of infrastructure integrity and



**Dell PowerStore has everything we need, including speed, low latency, data protection and DRR to run business-critical workloads."**

**Kevin Cossa**  
Senior Director of Engineering, Smarsh

**“ I can’t say enough positive things about Dell PowerMax – it’s reliable, available, and takes fewer people to manage. We can now be proactive instead of reactive.”**

**Kevin Cossa**

Senior Director of Engineering, Smarsh



application reliability. Proactive monitoring reduces admin overhead, leading to sustained availability, and consistent achievement of 5-9's availability. Increased confidence in the system's ability to keep data accessible and searchable allows the Engineering team focus on innovating new features that differentiate Smarsh in the market.

To monitor system health, Smarsh uses the APEX AIOps feature, providing comprehensive visibility of the entire environment via a single pane of glass. It also makes capacity planning easier by enabling them to forecast future utilization.

By leveraging Dell's APEX financial model, especially Flex on Demand, Smarsh no longer needs to buy capacity upfront. It only pays for the server power and storage capacity it uses at a given time. This allows Smarsh to burst and scale when necessary and makes migrating to new systems and platforms seamless and cost-effective.

## A partnership committed to innovation

Through its partnership with Dell Technologies, Smarsh empowers customers to embrace the productivity benefits of modern storage technology as part of its compliance programs. This mutually beneficial relationship has been instrumental in Smarsh's success.

Dell's industry-leading secure, energy-efficient storage for demanding enterprise applications enabled Smarsh to modernize its data centers and meet its customer SLAs. The supportive partnership continues to thrive, with Dell assisting Smarsh in planning and managing recent data center moves – no small task in light of the logistics.

Smarsh is exploring new ways to harness the potential of the AI-driven features of PowerMax and PowerStore to benefit its customers. By staying ahead of the curve, Smarsh can continue to provide cutting-edge solutions for customers and grow its competitive advantage.

**“ Working with Dell Technologies doesn't feel like a traditional customer/supplier relationship – it feels like a partnership. Dell is always there with support and guidance when we need it.”**

**Kevin Cossa**

Senior Director of Engineering, Smarsh

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