

## Infrastructure solutions that meet the demands of digital organizations

SONDA, the main integrator of technology solutions in Latin America, has updated its infrastructure with Dell Technologies, in order to enhance its offer of solutions and services aimed at solving the transformation and digitization needs of hundreds of organizations throughout the region.

For more than four decades, SONDA has been focused on transforming and making available to its clients technological solutions and services that allow for greater efficiency, agility and growth for its clients. To do this, it has a broad portfolio based on infrastructure and value-added services that respond to the needs of all areas of industry, public or private, and sectors such as retail, government, mining and transportation, among many others.



IT solutions integrator | Latin America

## Business needs

SONDA sought to renew its equipment and evolve in terms of technology, so that its clients could count on IT tools that would allow them to stay ahead-of-the-curve.

Likewise, SONDA was seeking to offer state-of-the-art solutions, with high levels of efficiency, safety and energy savings, in addition to requiring high performance capacity, with affordable costs, and that would adapt to the needs of each client, considering the challenges that the pandemic left for companies.

## IT Solutions

- Dell EMC PowerStore
- Dell EMC VxRail

## Business results

Once the solutions were installed in the infrastructure at SONDA, the organization achieved:

1. Strengthening its portfolio of cloud services, storage, infrastructure and servers
2. Strengthen the ability to provide its customers with state-of-the-art solutions, with efficient costs and support in the digital transformation process
3. Better reach in the 10 Latin American countries in which SONDA maintains operations, building loyalty and accompanying its clients in their business challenges.

Data Optimization Level

4.5:1

Average response time or latency of

0,32 Ms\*

The PowerStore equipment supporting the workloads only occupies

**TWO RACK UNITS (2U)**

An example of this is reflected in the renewal of projects and infrastructure developments that SONDA has managed to have in the Chilean mining sector, a sector that needed to have simple, efficient and easy-to-manage technology capable of reaching inhospitable places. This thanks to the addition of Dell EMC VxRail.

Another example is found in the banking sector in Chile, where the need arose for an efficient cloud solution that had no problems growing and with great performance, which would improve user service in response times.

Currently, with the implementation of Dell EMC PowerStore and Dell EMC VxRail, the results have been positive and the goal of improving responsiveness in the banking industry has been achieved.

*“Dell Technologies solutions allow us to complement three fundamental pillars: technology, price and requirements. Having this added value for our clients in the development of new businesses has been perfect and well received”.*

Rodrigo Farias  
Technology Manager SONDA Chile  
(Datacenter and Cloud Computing).

SONDA has obtained the possibility of being more agile, capable of adapting and guiding its clients to make the transformations required by the new scenarios, which has also given it greater competitiveness in the industry and better positioning with a faster service, activating more capacities and generating further growth. In this way, they have reached more businesses and have been more easily integrated into strategic conversations with customers.

## The incorporation of Dell EMC PowerStore and Dell EMC VxRail

The pandemic came to accelerate the digital transformation that organizations in the region were incipiently undergoing. This situation began to bring to SONDA's business demands that required solutions with new levels of security, versatility, quality, speed, energy and space savings and even data management and hosting. To achieve this, SONDA decided to incorporate new technologies for its infrastructure: Dell EMC PowerStore and Dell EMC VxRail.

The two solutions, which have become an essential part of SONDA's projects, are available to the 10 countries that the integrator serves in Latin America, that is, they are working and developing across Latin America. From Mexico to Chile, including Costa Rica, Panama, Argentina, and Brazil, where major projects are under development.

The joint work that has been carried out with Dell Technologies and the SONDA work teams designated for each country has allowed the company to design and implement technologies with a great impact on the development of organizations and societies throughout the region, in addition it has facilitated the approach to define the various business cycles, considering the changing factors of each country.

*“Being a partner of Dell Technologies has meant providing efficient and innovative solutions, as well as facilitating the success of complex and challenging businesses for SONDA.”*

Elías Riveros.  
Regional Manager of Alliances at SONDA  
(Platform Services Corporate Division)

# The revolutionary architecture of Dell EMC PowerStore

The revolutionary architecture of Dell EMC PowerStore was one of the main attractions for SONDA, whose storage services operate from its own data center with Dell EMC PowerStore, to decide to update the company's infrastructure with this solution.

The addition of Dell EMC PowerStore to its portfolio came at a time when customers were looking for higher performance and capacity at a reasonable cost, for clients of any spectrum.

Having a high-end storage solution that is extremely robust in terms of agility, capacity, functionality and efficiency, such as Dell EMC PowerStore, allows you to operate in increasingly demanding production environments, which ultimately translates into achieving higher levels of satisfaction, both for SONDA and for its customers.

In some countries of the region such as Peru, Argentina and Uruguay, those customers who had Dell VNX have been upgraded to Dell EMC PowerStore 500, because it provides important improvements and significantly improves the user experience. This trend is observed in Peru, in industries such as mining; in Argentina and Costa Rica in areas such as government; and in Panama in the banking sector. SONDA, by having a solution as versatile as Dell EMC PowerStore, manages to cover the needs of all sectors.

It is worth noting that Dell EMC PowerStore's innovative family of All-Flash data storage devices offers an intelligent and adaptable data-centric infrastructure that transforms and mobilizes traditional and modern SONDA workloads.

Additionally, there is a performance jump thanks to the use of Nvme technology, in which important improvements are obtained such as:

- ✓ Space efficiency greater than 4:1
- ✓ Response time less than 0.5 ms
- ✓ Reduction of energy consumption in half

Another advantage highlighted by SONDA is the ease of integrating Dell EMC PowerStore with platforms based on agile applications, containers, virtualized with VMware and managed with industry standard databases, obtaining the most appropriate technological tool to address their digital transformation projects in a centralized and efficient way.

## Transforming hyper-converged infrastructure with Dell EMC VxRail

Customers often look for hyper-convergence to be tied to VMware, and with Dell EMC VxRail, SONDA has made sure to meet that demand, thanks to the relationship that has always been maintained between VMware and Dell Technologies, thus achieving the perfect integration.

*“Currently, one of the biggest challenges is to have a platform that allows us to integrate processing capacity, storage and security in a deeper way than traditional.*

*In this sense, Dell EMC VxRail HCI technology has facilitated the growth and acquisition of new business in sectors where the company has a focus, such as mining, government, and banking. We have dozens of successful projects that have more than 250 nodes in our clients' facilities and in SONDA's data centers. Says”*

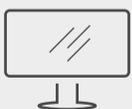
Víctor Ladrón De Guevara  
senior consultant for regional business development at SONDA (Platform Services Corporate Division).

Among the multiple benefits that stand out from Dell EMC VxRail HCI, SONDA has identified that this solution allows:

- ✓ Improve the integration of the management tool with the VMware Vcenter, especially in routine management tasks.
- ✓ Get built-in capability to update software versions without affecting the continuity of the service.
- ✓ Create multiple growth options, both in processing and disk capacity, given Dell Technologies server engineering.
- ✓ Have comprehensive and complete support for installation and configuration in the different production and business scenarios, whether in large Data Centers or in locations located at more than 3,000 meters high as required by the mining industry.

The synergy that has been built between the two companies has led SONDA to be a Titanium partner of Dell Technologies at a regional level, obtaining this category in 10 countries, that is, an expert in technology, a strategic ally that helps understand and solve business problems.

Both SONDA and Dell Technologies base their business strategy on prioritizing the needs and challenges of their customers. To successfully carry out a project of this magnitude together, it is essential to develop high harmony and share a vocation for delivering solutions and outstanding services.



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