



## The power to deliver data-driven marketing

Merkle relies on the latest technology for unfailing reliability, maximum uptime and extraordinary performance to provide measurable marketing outcomes to the world's best brands.

# MERKLE

Marketing Services

Worldwide

### Business needs

Managing 150+ marketing databases, 3.7 billion client records and \$1.7 billion in global digital media, Merkle annually drives 150,000 marketing campaigns, delivers 12 billion personalized emails and provides 10,000 analytic models. To make this happen, the company needs exceptional storage performance and availability at an affordable cost.

### Solutions at a glance

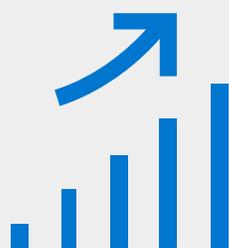
- [Dell EMC PowerMax](#)
- [Dell EMC CloudIQ](#)
- [VMware vSphere](#)
- [Dell EMC Future-Proof Loyalty Program](#)

### Business results

- 4x faster database throughput than previous arrays
- Up to 3:1 data reduction benefit to handle enormous data volumes
- Unmatched data availability to address critical service level objectives
- Low cost-per-terabyte for affordable operations

# 50%

Increase in performance to meet client demands



# 80%

Lower latency for unsurpassed responsiveness



*“PowerMax is true tier-one storage, with guaranteed uptime and consistent performance for our clients whenever needed – regardless of workloads.”*

Alex Abraham  
Engineer – Managed Hosting  
Merkle

*“We can run our PowerMax red hot at 80 to 85% and still get the predictable, reliable performance we need to complete our workloads each day.”*

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Merkle uses data, technology and analytics to help clients make their marketing and advertising more addressable, their experiences highly personal and to build lasting relationships over time. Everything Merkle does with its IT directly impacts clients.

Because of this, the highest availability, reliability and performance are key. For example, if there were to be data loss or even an interruption, depending on the client, losses can be material, and directly impact their business.

So by leveraging the latest technology, Merkle is able to implement new processes that can cut a client’s run-time for a specific task from five hours to less than one.

“The client is the focus of everything we do,” says Alex Abraham, engineer–managed hosting for Merkle. “We make a firm commitment to protecting, delivering and ensuring that data is always available.”

## Proven performance

To serve clients more efficiently and cost-effectively, Merkle chose Dell EMC PowerMax 2000 storage arrays.

“We’re a long-time Dell customer, so we’ve relied on many Dell products over the years,” Abraham shares. “Every storage upgrade has delivered significant performance gains. With Dell EMC PowerMax 2000, we’re getting 16 GB/s of throughput and up to 500K IOPS.”

PowerMax enables the company to run all of its workloads on a single array. This mix includes the company’s VMware environment—virtualizing approximately 65% of its servers—large NonStop SQL Server databases, ETL processes, sophisticated analytics, web servers and more. PowerMax delivers up to 4 GB/s of throughput on its databases, which is four times the speed of its previous arrays.

“We rely on PowerMax to keep our business and our clients running, so everything operates smoothly,” comments Abraham. “We can run our PowerMax red hot at 80 to 85% and still get the predictable, reliable performance we need to complete our workloads each day.”

To ensure that the company's storage performs as expected, Merkle relies on Dell EMC CloudIQ, a free, cloud-based application for storage monitoring and analytics.

"For us, the biggest benefit of CloudIQ is reporting," Abraham notes. "In one centralized location, you can see how your entire storage environment is performing. And you can share this information with others who need it, inside or outside of the organization."

## On the cutting edge

As a data-driven enterprise, Merkle has always been on the cutting edge of technology.

"We're constantly looking at how the latest technologies can benefit our clients," explains Abraham. "How is the industry adapting and where is it headed? A few years ago, we were an early adopter of public clouds—and we remain cloud-first and have a pretty big footprint today. We try to identify ways to increase efficiency in all that we do."

With industry-standard, end-to-end NVMe, storage class memory (SCM), mission-critical availability and inline, global deduplication and compression—PowerMax has been the perfect fit.

Latency has decreased from as much as six milliseconds to sub-millisecond or microseconds on some applications. And with dedupe and compression of up to 3:1, PowerMax has transformed the footprint and cost for Merkle—delivering as much as 500TB of effective capacity from 170TB of raw storage.

"PowerMax is true tier-one storage, with guaranteed uptime and consistent performance for our clients whenever needed—regardless of workloads," Abraham states. "The low cost-per-terabyte is also very beneficial."

*"Every storage upgrade has delivered performance gains of over 50%. With Dell EMC PowerMax 2000, we're getting 16 GB/s of throughput and up to 500K IOPS."*

Alex Abraham  
Engineer – Managed Hosting  
Merkle

## Future proofing their investment

Looking to the future, Abraham expects to continue to invest in PowerMax as increased storage is required. In doing so, Dell EMC's Future-Proof Loyalty Program gives him and Merkle's procurement department added confidence.

"Dell systems and solutions are reliable, efficient, reduce our overall costs, are easy to maintain and are highly available," says Abraham. "We also appreciate Dell's sustainability efforts and this plays a role in our purchases."



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