About Customer

With 15,000 agents in the U.S., Mexico, and the Philippines, Afni provides call center and chat center services to leading businesses in the telecommunications and insurance industries, helping them to connect with their customers.
www.afni.com

Geo

North America

Industry

Consulting and Professional Services

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage®
Products in Use

FlashArray//X™
FlashBlade®

Afni Leaves Ransomware Threats in the Dust

Telecommunication and insurance customers rely on Afni's call centers to be available 24/7 to answer customers' critical questions. When Afni was hit by a ransomware attack that took out 550 servers and 8,000 endpoints in just three minutes, its leadership team made rapid recovery a top priority.

Setting a recovery time objective (RTO) of three days following a catastrophic event, Afni replaced its spinning disk storage with Pure Storage. After implementing Pure Storage FlashBlade at both data center sites, the company surpassed its goal, cutting its recovery time to just three hours while scaling capacity to fuel new growth.

> "The time-savings we get with Pure Storage have been game-changing. I can't remember the last time a database administrator or agent came to me with a performance issue."
>
> **SEAN HALIHAN,**
> VICE PRESIDENT, IT INFRASTRUCTURE AND OPERATIONS, AFNI

Powering a 24/7 Call Center Network

Afni may not be a household name, but its call centers serve millions of people around the world. Underpinning this global call center network is the company's virtual desktop

mpact on AFNI

Reduced cyber insurance costs 33% with rapid restore capabilities

Shrank data center footprint by 80%, cutting costs and admin time

Scaled storage to open a new 5,000-person call center in the Philippines

Challenges

Ransomware attack knocked out 550 servers and 8,000 endpoints in 3 minutes

Needed to meet uptime SLAs or pay penalties for outages over 15 minutes

Had to shift data to new arrays with minimal service interruption

Results

Cuts ransomware recovery time from 3 weeks to 3 hours, beating its RTO

Decreases downtime from 7% of employees' daily hours to less than 1%

Scales storage capacity to manage 18% data growth year-on-year

infrastructure (VDI). It must remain operational 24/7 to meet service level agreements (SLAs) or Afni risks paying penalties for outages over 15 minutes.

Afni began looking for a new storage solution during the COVID-19 pandemic. Prior to this, it had less than 100 remote employees. When that number jumped to 8,000, its VDI had difficulty supporting the additional capacity and began to experience frequent downtime, making it difficult to meet uptime SLAs.

Afni selected Pure Storage FlashArray//X to transform its VDI storage, but was hit by a major ransomware attack before the arrays were deployed. Acting fast, the IT team chose the Rapid Restore capabilities of Pure Storage FlashBlade to accelerate restoration.

Afni's newfound restore capabilities helped it drive down its cyber insurance costs by 33%, and cut its RTO by 99%—from three weeks to three hours.

"With Pure Storage, our recovery time is literally the few minutes it takes for our VMware virtual machines to reboot," says Sean Halihan, vice president of IT infrastructure and operations.

Leaving Downtime in the Past

Afni has since completed its FlashArray implementation, eliminating its VDI storage reliability woes. Downtime due to technical issues fell from 7% of call center agents' daily hours to less than 1% and has remained at that level for more than 14 months.

"The time-savings we get with Pure Storage have been game-changing," says Halihan. "I can't remember the last time a database administrator or agent came to me with a performance issue."

Data Growth Made Easy

Afni is now growing at pace, hiring 5,000 agents to work at its new Philippines call center. The company also manages an 18% rise in data volume each year, as well as large spikes each time it onboards a new client. And this is while they were able to save space both in their data center and time spent managing storage. "We've scaled faster than ever while shrinking our data center footprint 80%, driving down our colocation costs, and reducing storage admin time," says Halihan.

"Working with Pure Storage has been one of the best experiences of my 20-year career," he adds. "They're one of our key partners and a major reason for our success."

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PS2535-02-en 04/24