BridgePay
NETWORK SOLUTIONS

Organization

BridgePay Network Solutions

Industry

Financial

Solution Focus

- Highly virtualized environment with multiple VMware products

Results

- Increased monthly transactions by 500 percent in the same storage footprint
- Transaction processing time slashed by 50 percent
- Optimized for VMware environments
- Unrivaled reliability, customer service and support
- Scalable infrastructure can accommodate future growth

Financial Services Company Scales Transactions by 500% in the Same Storage Footprint Using NexGen N5 SPX Hybrid Flash Array

The Challenge

BridgePay Network Solutions is a recently launched and rapidly growing financial services organization that allows merchants around the world to process millions of daily credit card transactions. Founded in 2011, BridgePay is a transaction gateway company that offers a full suite of payment products that enhance the security and performance of point-of-sale data as it races between merchants and banks.

Because data integrity and ultra-high performance dictate the success and growth of the company, BridgePay's IT team must strike the perfect balance between meeting regulatory-mandated data security measures with the lowest possible levels of latency and response times. In order to fuel competitive advantage, the company has made it a priority to build out its Orlando, Fla. data center with some of the most advanced and differentiated technology available today.

That strategy has paid off so far, as BridgePay has experienced explosive growth. In just more than a year, the amount of transactions BridgePay processes each month has grown by 500 percent. The company now has more than 25,000 customers around the world.

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> **Bill Marshall**
> CTO and Founder, BridgePay

It was that accelerated growth that forced the BridgePay IT team to re-evaluate its existing data storage infrastructure. The company's legacy direct-attached storage (DAS) solution couldn't deliver the performance, reliability and scalability BridgePay's soaring business required.

"We're moving a huge amount of data each month and need to do so at incredible speeds," said Rick Taylor, President and CEO at BridgePay. "Reliability and response times are everything to our business. Our revenues are directly tied to the number of transactions we can process and our bottom line is determined by how affordably we can do this. We can't afford outages, and we can't afford delays in our network."

The Solution

Knowing they needed to not only address immediate infrastructure shortcomings but also prepare for future growth, the IT team began evaluating next-generation storage solutions.

"We didn't want to go with the traditional EMC-type offerings out there," said Bill Marshall, CTO and Founder of BridgePay. "We wanted to invest in the most advanced storage technology we could find, and we wanted to partner with a company that shares our entrepreneurial spirit."

After an extensive evaluation process that included solutions from a wide range of legacy vendors as well as next-generation storage startups, the BridgePay IT team selected the NexGen N5 SPX Hybrid Flash Array. By extending the performance of flash in a shared hybrid storage solution out into the server with a local read cache, the NexGen N5 SPX delivers the lowest latency reads. And because PCIe flash is used on both sides of the network (local server flash read cache and the flash in the highly available shared storage), the NexGen N5 SPX provides jaw-dropping performance for all workloads while maintaining centralized management of shared storage, all in the same 5U footprint.

The results have been outstanding.

"The NexGen N5 SPX has delivered exactly what we were looking for. Their team worked closely with us to architect our environment precisely to the needs of our business," said Marshall. "They helped us experiment until we found Nirvana, and I'd say we've absolutely

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BridgePay was averaging about 1.7 seconds to complete a full transaction with its prior storage solution. Now, with the NexGen N5 SPX, those same transactions now only require 750 milliseconds – a 56 percent performance improvement.

NexGen's integrated software allows the BridgePay team to provision, prioritize and control the system's performance based on the needs of the business. The NexGen N5 SPX allows the administrator to determine Quality of Service (QoS) levels that are dictated by the criticality of a specific data set. That way, mission critical applications are given priority by the system and receive the highest levels of performance, while less critical workloads are moved to the capacity-based drive types. The result is a perfect balance of high-performance memory-attached flash and affordable disk capacity.

BridgePay's data center is a highly virtualized environment, running multiple VMware products, so it was critical the NexGen N5 SPX was tightly integrated within that ecosystem.

Unrivaled Service and Support

Along with performance, an equally important attribute the BridgePay team required of its storage vendor was system reliability and customer support.

"NexGen's published MTBFs (mean time between failures) were greater than EMC's, and we've had absolutely no issues with the system since it was deployed," said Marshall. "I've been in the IT business since 1978, and I can confidently say NexGen's service and support has been nothing but top notch. It's become more of a team member, rather than a vendor/customer relationship."

For rapidly growing businesses like BridgePay, the data center environmentals (floor space, power and cooling) have become an increasingly important consideration. Companies can drive down significant operating expenses by deploying more efficient technologies, such as the NexGen N5 SPX. Flash storage requires

considerably less energy to power and cool than traditional spinning-disk arrays.

Results

The BridgePay team has been overwhelmingly pleased with the performance and reliability of the NexGen technology. Since it was deployed in March 2013, the team has experienced the following results:

- Increased monthly transactions by 500 percent in the same storage footprint
- Transaction processing time slashed by 50 percent
- Optimized for VMware environments
- Unrivaled reliability, customer service and support
- Scalable infrastructure can accommodate future growth

"Our customers expect us to deliver the highest service levels in this business," said Taylor. "We've been able to meet and exceed those expectations, in large part due to the technology vendors we've partnered with. NexGen Storage has been key to our success. They allow us to deliver the performance our customers require, and at the same time have given us absolute peace-of-mind in our IT infrastructure."

About BridgePay Network Solutions

Based in Altamonte Springs, Fla., BridgePay Network Solutions, LLC (BridgePay) is a transaction gateway and application development company. BridgePay provides turnkey solutions by utilizing industry-leading data security technology and web-based solutions. BridgePay's broad network of processing partners offers connectivity to more than 30 domestic and international processors, six ACH providers and five gift card companies. The BridgePay Gateway offers both card present and ecommerce features.

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