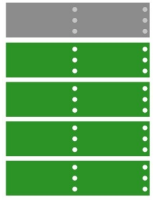


# GBG PREPARES FOR 5X GROWTH AND PREVENTS SYSTEM BOTTLENECKS WITH TURBONOMIC



Addressed Infrastructure Needs



Increased Team Productivity



Improved Performance for Virtual Workloads



## SITUATION

Headquartered in Chester, United Kingdom, GBG specializes in identity intelligence and management. Founded in 1989, the company has offices in London, Edinburgh, Glasgow, Nottingham, Liverpool, Richmond, San Mateo, Melbourne and Kuala Lumpur, and has already articulated its ambitions to be five times bigger by 2020.

Will Brook, Director of Technology Services, has more than 15 years of IT experience and is responsible for leading the strategy around IT Infrastructure within GBG's data centers. Brook's team manages the company's two main data centers in Manchester and Chester, approximately operating a combined 600 virtual machines (VMs). Leveraging VMware vSphere® ESXi™ across both locations, the Chester data center consists mainly of HP blade servers and Nimble Storage and the Manchester data center utilizes IBM® servers and EMC® storage.

In response to the demand generated by company expansion, Will's team has been growing the virtual environments 25% annually in Chester and 12% in Manchester, and frequently reached resource bottlenecks within the infrastructure. As GBG's growth in 2014 outpaced even its own ambitious plans, Will's team found itself continuously reaching their system's capacity limits. "With more and more clients coming onboard, we needed to make sure we had a streamlined process for managing new technology requirements that would see us well supported in the short term, while ensuring we also maintained a healthy status within our future infrastructure."

"Turbonomic saved us weeks of time—time that would otherwise have been required for engineers to be firefighting to Resolve bottlenecks. our team is now focusing on building out plans to support future growth."

– Will Brook, Director of Technology Services

## COMPANY

GBG

[www.gbtplc.com](http://www.gbtplc.com)

## CHALLENGES

- *Inability to guarantee performance of mission-critical applications*
- *Consistently hitting capacity limits of infrastructure*
- *Unable to prepare for growth*

## TURBONOMIC SOLUTION

- *Turbonomic intelligently and automatically senses changes to application demand and adjusts infrastructure supply in real-time to improve utilization and ensure service delivery*

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After deploying Turbonomic, GBG almost immediately saw results. “We were lacking a solution that truly understood the growth of our environment, what we would need to meet that increased and fluctuating demand and how to implement that process,” said Will. “From the start, Turbonomic was automatically addressing bottlenecks and was taking the necessary steps to keep our virtual estate healthy now and in the future.”

“On our own it would have taken more time than I can imagine to find out where the performance problems were coming from and how to address them,” said Will. “Saving that time alone has been a major upgrade for myself and the team. Not to mention the money we saved from not having to bring in a consultant.”

GBG uses Turbonomic’s planning function to forecast what the infrastructure needs will be as the company continues to grow. “We effectively and efficiently run the majority of our virtual operations through Turbonomic,” noted Will. “We know that in 6 months we will need more capacity to meet the demand and can prepare way in advance for that.”

## DATA PROCESSING AND SOFTWARE LICENSING

“Being an identity data intelligence company, we handle a lot of data and need to process that data 24/7,” said Will. “With Turbonomic, we have confidence in the performance of our system and the ability to quickly access the applications managing that data.”

GBG runs many different types of database software including Oracle, SQL and MYSQL. “These are applications that are major memory hogs and can be very difficult to manage,” said Will. “Turbonomic has enabled us to prevent any performance degradation in our databases and to alter our licensing model to meet the needs of our environment and budget.”

## ABOUT TURBONOMIC

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic’s patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic’s autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.

## RESULTS

- *Autonomic platform drives real time performance across a diverse environment*
- *Accurately forecasted infrastructure needs*
- *Reduced number of user-generated tickets and complaints*
- *Reduced time spent troubleshooting*

“Turbonomic helps us effectively run a great deal of our virtual operations each day. We saw a difference pretty much as soon as we switched it on in our environment.”

**Will Brook**  
**Director of Technology Services GBG**