



SUCCESS STORY  
Service Provider



**WIRESTORM**

**WIRESTORM | PROBLEM SOLVED**

Wirestorm harnesses the power of the hybrid cloud to help clients tackle complex business challenges and transform enterprises.

# Wirestorm Turns Bright Ideas into Powerful Outcomes

Every business—from the smallest start-up to the largest Fortune 500 company—faces the same fundamental challenge: how to turn daring ideas into successful realities. Fortunately, they don't have to do it alone. IT consultant Wirestorm creates end-to-end solutions that harness big data analytics and breakthrough technologies to help companies transform their businesses.

**10×**

business growth  
fueled by cloud-based  
development

Reduced project  
delivery times, from

**6 mos.  
to 1 mo.**

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 **NetApp®**

“Two years ago, the idea of experimenting with customer data from the world’s largest retailers would have been impossible. Today, because of our relationship with NetApp, we can quickly experiment with their entire database to gain insights that were never possible before.”

Abdul Masri  
CEO, Wirestorm

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Wirestorm helps the world’s most innovative companies explore new ideas and quickly transform those ideas into products that customers love. From improving business intelligence and modernizing IT systems to building innovative consumer apps and Internet of Things (IoT) products, Wirestorm provides end-to-end IT solutions that deliver results.

“Our challenge is to bridge the gap between the brand and the end user, through the tools, apps, and processes that make up the user experience,” explains Wirestorm CEO Abdul Masri. “We depend on our customers’ data to shed light on the right way for our customers to quickly pivot and change and improve.”

#### **SAVING MILLIONS BY SAVING MINUTES**

When one of the nation’s top retailers wanted to decrease wait times at its gas stations, Wirestorm overhauled the company’s legacy infrastructure to automate the fueling process.

Automation has improved customer satisfaction and has increased sales by an estimated 5% to 10%.

When another leading retailer engaged Wirestorm to help optimize operations and improve its bottom line, Wirestorm tapped into the retailer’s massive data stores, analyzing where employees spent their time and which policies improved customer satisfaction. In the process, Wirestorm uncovered a way to accelerate the company’s returns process by three to seven minutes per transaction, saving as much as \$28 million over the course of a year.

“It is hard to imagine the amount of data we had to analyze to do that,” says Masri. “Two years ago, the idea of experimenting with customer data from the world’s largest retailers would have been impossible. Today, because of our relationship with NetApp, we can quickly experiment with their entire database to gain insights that were never possible before.”

#### **HARNESSING THE HYBRID CLOUD**

Wirestorm partnered with NetApp to build a Data Fabric that enables the company to harness the power of multiple cloud environments. By using NetApp® ONTAP® Cloud in Amazon Web Services (AWS) or in Azure, Wirestorm can now rapidly build—and tear down—production-ready environments to support rapid application development and powerful cloud-based analytics.

“We can quickly build and rebuild environments and move enormous amounts of data around like it’s nothing,” says Masri. “That’s a really powerful thing, because it has increased our ability to provide insight faster and look smarter than our competition in front of our customers. That agility enables us to out-pace and out-innovate much bigger consultancy companies.”

Just three years ago, before moving to ONTAP Cloud, it could take up to six months for Wirestorm to complete a project. Much of that time was spent simply setting up

environments and integrating technologies, limiting the company to just two projects per year. This year, Wirestorm will complete more than 20 projects.

“Today, we are limited only by how quickly we can sell our services,” explains Masri. “To be able to scale from two deliveries to more than 20 in three years, that is remarkable. Not only can we produce more, but we need fewer resources to do it, so it has been extremely profitable for us.”

The NetApp solution has also helped Wirestorm’s customers

spend their money not on setting up environments but on building intellectual property and on accelerating results. Wirestorm makes it easy and efficient for customers to extract and process data in real time, leveraging a multicloud environment to access the best analytics tools for the job. Media companies whose massive data volumes and stringent digital rights management (DRM) requirements once limited analysis can now seamlessly switch between AWS analytics and Azure DRMs.

According to Masri, Wirestorm’s astronomical growth is showing

no signs of slowing. Despite the company’s recent success, Masri is even more excited for the future. “Every day, I’m seeing amazing new ways to bridge the hybrid cloud so that we never have to think about infrastructural issues anymore. We can grow our business with one less problem to solve.”

## SOLUTION COMPONENTS

### NETAPP PRODUCTS

NetApp ONTAP Cloud

NetApp FlexClone® technology

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NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit [www.netapp.com](https://www.netapp.com). #DataDriven

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