

**Company:** Thekking

**Business:** IT Service Provider for Enterprise Accounts

**Location:** Europe

**Website:** <https://www.thekking.is/is/english>



Thekking is an Icelandic IT Service Provider offering a variety of managed services for local businesses. Founded in 1999, the name “Thekking” is the Icelandic word for “knowledge.” It signifies the goal of the company to have competent staff that can utilize and relay their knowledge for the benefit of its customers. The company is consistently recognized for its intimate focus on the client, with exceptional quality and high service levels.

The company’s origin date back to 1974 when the IT department of a local retail and wholesale company (KEA) was founded. Thekking later emerged from that department as a separate company owned by KEA and key employees. Today the company is one of the leading local players in the hosting and services segment of Iceland, employing around 70 motivated staff, based in two locations in the northern part of Iceland (Akureyri) and capital region (Kopavogur).

As an independent company, Thekking has the flexibility to choose and recommend best of breed technology, both for its own hosting platform and on behalf of the customers they service.

Their infrastructure consists of Cisco + NetApp FlexPod at both data center sites, supporting a large VMware environment as well as physical hosts. Clients may leverage one site, or should they require redundancy, utilize a dual site strategy. Thekking Infrastructure Architect, Marteinn Sigurðsson, explains, *“Many customers choose to deploy a distributed installation of their environments, ether by having one set of services in each site, or to use some form of replication or data redundancy between sites, either on the application layer, or in the infrastructure layer.”*

Standardized on VMware for virtualization, implementing a robust solution for protecting virtual machines is critical for Thekking. Veeam software manages the backup of virtual machines to local storage, and a Veeam copy job ensures that data is secured offsite for disaster recovery purposes. Marteinn adds “Our design dictate that daily backups should be stored on-site, for quick recovery, while copy jobs for longer retention should be placed on some sort of secondary storage.”

As a blogger, local VMUG leader and vExpert, Marteinn is always on the lookout for new technologies that can simplify his operations, improve his SLA’s and improve Thekking’s competitive offering. Marteinn was introduced to Cohesity at VMworld 2016. The timing was perfect as Thekking was due to refresh the backup storage at its secondary site in Akureyri. As their business grew, the storage requirements at both the main site of Kopavogur and the secondary site of Akureyri would have to scale accordingly. The challenge was to determine if the economics would be compelling enough to displace their current storage targets, and improve their deduplication rates beyond what was provided by Veeam.

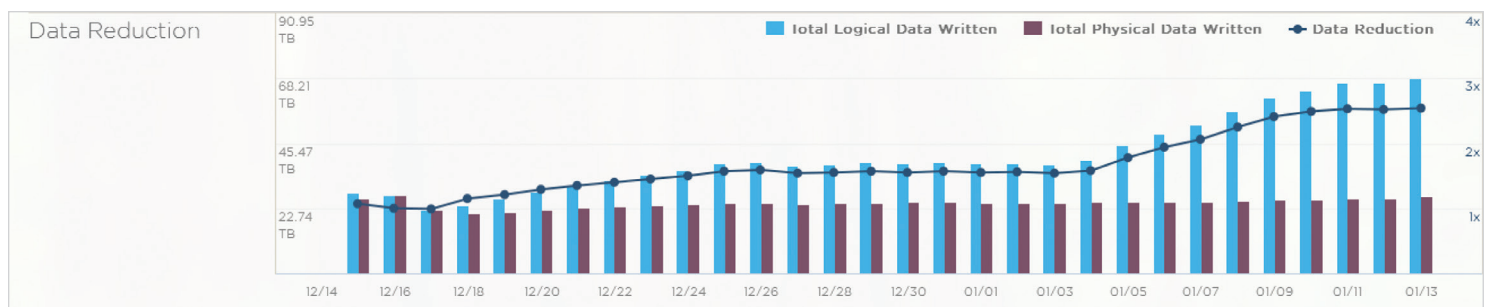
When asked what motivated the Thekking team to consider Cohesity, Marteinn explained “When looking at alternative de-duplication appliances, we found a clear benefit of the simple scale out design of Cohesity, where compute power behind the deduplication process would scale linearly when adding new storage nodes. Having previous experience with other brands in this space such as DataDomain, knowing how the controller’s compute power did not scale with the added

storage capacity, it was an obvious advantage for us that Cohesity architecture was based on hyperconverged nodes composed of both compute and storage.”

A proof of concept allowed Thekking to thoroughly vet the Cohesity technology. Ease of setup, system stability, and instant node expansion of the cluster were key operational requirements validated by Thekking. Technological criteria of setting up Veeam copy jobs to a NFS mount point were accomplished in a matter of minutes and within an hour, the first copy jobs were running. Finally, the de-duplication was monitored to ensure that the storage efficiency achieved would allow for a solid business case, which was critical for Thekking management.

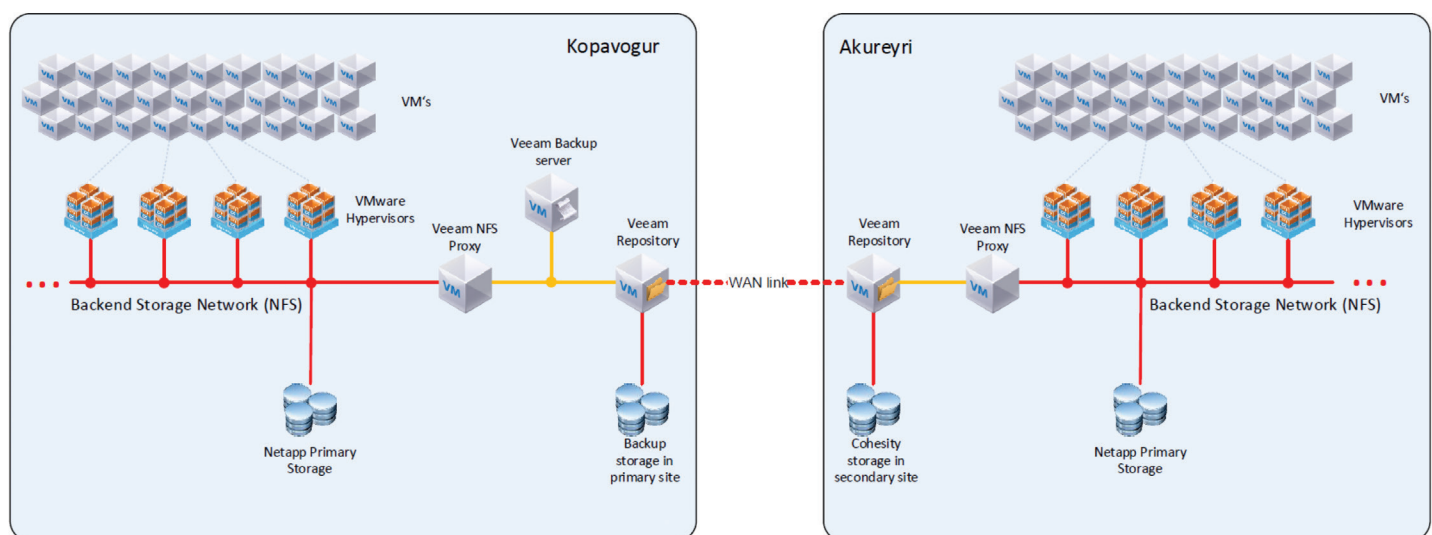
The technology validation was a tremendous success. *“Our conclusion after the POC was that it was a perfect fit for our needs and the investment was justified primarily on the de-duplication rate achieved”* explained Marteinn. *“After just a few copy jobs, the de-duplication went to 3x, and kept getting better and better. Since it was global de-duplication, it provided better storage efficiency than the Veeam software deduplication used at the main site.”*

Image of de-duplication rates and logical data written:



Thekking went into production immediately after the PoC, replacing 2 legacy storage systems in its Akureyri site. The additional IOPs and compute power of the Cohesity nodes further allowed Thekking to better utilize key Veeam features such as Instant VM Recovery and Virtual Lab. “I tested Instant VM Recovery from the Cohesity system with Veeam, and it worked like a charm” confided Marteinn.

Image: overview dual data center architecture with Cohesity



When asked what Thekking would recommend to organizations considering secondary storage, Martein shared the following advice. *“Perform a thorough total cost of ownership calculation, taking into account the footprint, cooling and power needs for the solutions. Estimate the break-even dedupe ratio needed to get to a better cost per GB than traditional storage. Perform a well-defined PoC, where goals are set to prove the value of the solution to business owners. Conduct a detailed comparison based on rating the feature of the different solutions, scoring each feature.”*

Cohesity is now the sole secondary storage provider at Thekking’s Akureyri site. As their business grows Thekking administrators can easily expand the Cohesity cluster on demand, rather than having to pre-purchase storage ahead of time, with spare capacity sitting idle. Cohesity’s global deduplication and pay-as-you-grow model delivers far greater efficiency and value to their business model.



“ My main task at Thekking is to design, install and manage the virtual server, storage and backup infrastructure components, both hardware and software. My background as an electronics engineer and past decade of work with VMware hypervisors and vSphere, provided invaluable experience for my role as Infrastructure Architect at Thekking. You can read my blog at [www.vblog.is](http://www.vblog.is) or follow me @vMarteinn.”

## About Cohesity

Cohesity makes your data work for you by consolidating secondary storage silos onto a hyperconverged, web-scale data platform that spans both private and public clouds. Enterprise customers begin by radically streamlining their backup and data protection, then converge file and object services, test/dev instances and analytic functions to provide a global data store. Cohesity counts many Global 1000 companies among its rapidly growing customer base. CRN named Cohesity a Top 25 Disrupter and one of the 10 Coolest Hyperconverged Products of 2016. For more information, visit [www.cohesity.com](http://www.cohesity.com) and follow @cohesity on Twitter.