



Long View takes an international oil and gas company to new heights with a converged infrastructure plan for the future.

Converging Infrastructure and Applications into one data center.

Plains Midstream Canada provides Liquefied Petroleum Gasses (LPG) and crude services in 60 locations in Canada and the United States. The company employs 1,200 people and is dedicated to safe, reliable and environmentally responsible operations.

Like many companies of this size, Plains Midstream was looking for a smarter, more efficient way to run its business. So, it focused on the core backbone of the company, the data center.

"We were looking at consolidating a number of our infrastructure and applications into our Calgary data center," says Dan Reinbold, the Director of Information Services for Plains Midstream.

"Part of that strategy was looking at cloud based technologies in order for us to be able to scale and allow for additional growth within our organization that we were not able to do with our legacy equipment."

Choosing The "Right" IT Partner

In order to achieve the growth and scalability that Plains Midstream was seeking, it needed a technology solutions provider that could not only provide world-class IT solutions, but also a true business "partner" who could help them design and implement the most cost-effective and powerful cloud solution on the market.

It chose Long View, an independent IT consultancy company, who has an impressive resume and industry-wide reputation for providing the best possible customizable IT solutions to each of its clients.

In 2012, Long View, a long time Cisco Gold Certified Partner with a Cloud Builder's specialization, earned Cisco's Canadian Data Center Partner of the Year award for the fourth year in a row.

Long View's industry experience in key areas such as cloud, data center infrastructure, user support, and IT outsourcing, was the perfect fit for Plains Midstream.

"Long View's Master Cloud Builders specialization was critical for this deployment in that we needed a partner, a strategic partner, that had specialization in all of the sub components of converged infrastructure, storage, computing, and networking," says Reinbold. "Converged infrastructure is critical for us going forward, in order to be able to support that, we needed a vendor that was going to be able to take all three of those components and make that a reality for us. The Cisco technology that we deployed was a V-Block as well as a Nexus 7K core switch into our Calgary data center."

V-Block Technology

V-Block is a rack of equipment that includes Cisco Nexus data center switches, MDS switches, and UCS servers. VMware software (Vsphere) is running on those servers, while the storage solutions are handled by EMC hardware on the rack. This rack essentially becomes the cloud solution.

According to Reinbold, the V-block solution that Long View implemented has already provided a demonstrable return on investment for Plains Midstream.

"With the deployment of Cisco technology we've been able to provision applications a lot faster to our business. We've been able to

THE CHALLENGE

Plains Midstream Canada wanted to consolidate its infrastructure and applications into its Calgary Data Center. It needed cloud-based technologies to be able to scale and grow the company in a way its legacy equipment couldn't provide.

THE SOLUTION

Long View, a Cisco Gold Certified Partner with a Cloud specialization, helped deploy a V-Block and a Nexus 7,000 Core Switch into its Calgary Data Center.

THE RESULTS

- ▶ Better able to provision applications to the business
- ▶ Consolidated a number of legacy data centers into the V-Block environment
- ▶ Reduced Storage Costs
- ▶ Seamless updates and changes to applications
- ▶ New Creative ways to deploy technology using cloud based applications



Plains Midstream Canada

Industry: LPG and Crude Services



Long View Success Story

consolidate a number of legacy data centers into the V-Block environment, and that's afforded us an opportunity to reduce our costs in terms of footprints in other data centers. In addition, we've also been able to converge our storage and reduce our storage costs."

"The biggest thing for me is that it's demystifying the concept of infrastructure in our organization. Previously, infrastructure, server, storage, network, was always this thing that was getting in the way of the business to deploy new technologies or new applications. For me, this technology is taking that off the table. Converged infrastructure allows us the opportunity to now deploy applications, provision services make updates and changes to our applications largely seamless to the organization, and that, I think, has provided a lot credibility for IT in Plains Midstream Canada. As well as it has afforded the opportunity to look at creative ways to deploy technology using cloud based applications."

Looking Ahead

Deploying technologies using cloud-based applications is becoming more and more the norm in IT departments on both sides of the border. With offices across the continent, Long View has gained invaluable experience in key areas such

as cloud, data center infrastructure, user support and IT outsourcing. As a result, it is able to clearly define and customize innovative, flexible, and cost-effective IT solutions for any company of any size. But as the folks at Plains Midstream Canada will tell you, having world-class technology is one thing, but having a true IT partner that is as committed to making that technology work, as it is "selling" the equipment, is truly something special.

"The relationship with Long View is unique in that I think there is a vested interest on both sides of the relationship to be successful," says Reinbold. "Long View has never been a partner that's come to sell me a product. They've come to the table to offer me success opportunities with this technology. I think that from the executives down in the organization, we've seen a commitment to us as an organization to be successful with this technology, and I think that's rare in today's environment, where you see a lot of vendors providing equipment, and providing services, but not necessarily committing to success. So, I think it's critical for us, and certainly as we make more and more investments in technology in our field environments, that Long View will be a partner in that success going forward."

OUR PEOPLE ARE THE HEART OF IT.

Long View is one of the most powerful IT solutions and services companies in North America with offices across the continent. With a clear focus on combining business and technology in key areas such as Cloud, data center infrastructure, user support, and IT outsourcing, Long View is able to define and customize what the future of IT looks like. Innovative, flexible, cost-effective, and business focused... that's Long View.

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— Dan Reinbold, Director of Information Services, Plains Midstream Canada

For more information on Long View IT solutions, feel free to contact us.

info@longviewsystems.com
www.longviewsystems.com
1.866.515.6900