



## EFFISION Australia keeps money moving with super-scalable Lenovo servers



### Overview

Growing rapidly, EFFISION Australia found that its existing IT infrastructure struggled to cope with increasing volumes of payment transactions. VMware vSphere with vSAN running on Lenovo System x3650 servers provides the flexibility and scalability that EFFISION needs as it continues to grow its client base and product portfolio.

EFFISION Australia is a provider of leading-edge point-of-sale (POS) technologies, as well as IT and consulting services. Headquartered in Chatswood, New South Wales, the company specializes in helping its clients leverage technology to drive business performance and growth.

### Meeting growing demand

In addition to supporting software solutions for multinational payment industry giants, EFFISION has also developed its own suite of payment process management and monitoring platforms – including POSFLO, a next-generation POS and payment solution for in-store, online and on the road use.

Processing millions of transactions every year, EFFISION found that the IT infrastructure supporting its payment solution systems was struggling to cope with ever-increasing demand.

Russell Rasul, Director of EFFISION Australia, begins: “In addition to delivering cutting edge payment solutions as in-house applications, we also offer the same solutions as cloud-hosted services – and we found that our back-end technology wasn’t keeping pace as we added more and more clients to the hosted environment.

“Not only does the Lenovo solution empower us to offer the best service to our clients, it enables us to focus on new areas for our business offerings.”

—Russell Rasul,  
Director,  
EFFISION Australia



“We’re a company on the move. We’re growing quickly and for each new client that we bring on, we must have a certain amount of computing power and storage capacity available. We needed a flexible, scalable IT infrastructure – and we needed it fast.”

### Investing for a strong future

After reviewing a range of offerings from multiple vendors, EFFISION decided to transform its infrastructure into a salable software-defined environment.

“We chose to work with Lenovo because we wanted a vendor whose support we knew we could rely on,” recalls Russell Rasul. “The local Lenovo team has been excellent – they are our partner in the true sense of the word, and we really enjoy working with them.”

The company deployed Lenovo System x3650 servers to support its newly virtualized compute, storage and networking infrastructure, based on VMware vSphere with vSAN technology. Powered by Intel® Xeon® E5 processor family, the Lenovo servers offer the high levels of performance needed to support the virtualized environment. Easy scalability, meanwhile, means that EFFISION can support growing customer demand.

Vladimir Gorelik, Consultant - Managed Services at EFFISION Australia, comments:

“The beauty of the Lenovo solution is that we were able to get everything up and running in just one day.”

### Delivering stellar services

Today, EFFISION no longer has to worry about business outgrowing its IT infrastructure.

“We wanted a flexible environment that we would easily be able to scale to meet future needs,” remarks Russell Rasul. “By virtualizing our compute, storage and networking resources, we gained a simplified, streamlined software-defined infrastructure environment that we can scale on demand.”

Vladimir Gorelik comments: “Since implementing the Lenovo solution, our capacity concerns are a thing of the past; we have more than enough computing power and storage space to take on new clients and guarantee them uptime. We can be sure of processing ever-increasing volumes of payment transactions – keeping our clients’ money moving.”

## Solution components

### Hardware

Lenovo System x3650 with  
Intel® Xeon® E5 processor family

### Software

VMware vSphere  
VMware vSAN



Russell Rasul adds: “Not only does the Lenovo solution empower us to offer the best service to our clients, it also enables us to focus on new areas for our business offerings. For example, we now have the scalability and flexibility to replicate clients’ production environments onto our platform, ensuring that they can get up and running quickly in the event of a disaster on their end. This opens a whole new world of opportunity into business continuity and recovery.”

He concludes: “We’re highly satisfied with the Lenovo solution so far, and we’re looking forward to reaping further rewards as we continue to grow.”

### For more information

To learn more about Lenovo Data Center Systems solutions, contact your Lenovo Sales Representative or Lenovo Business Partner, or visit: [lenovo.com/systems](http://lenovo.com/systems)

For more information about EFFISION, visit: [www.effision.com](http://www.effision.com)

“Since implementing the Lenovo solution, our capacity concerns are a thing of the past.”

—Vladimir Gorelik,  
Consultant - Managed Services,  
EFFISION Australia



© 2017 Lenovo. All rights reserved.

**Availability:** Offers, prices, specifications and availability may change without notice. Lenovo is not responsible for photographic or typographical errors. **Warranty:** For a copy of applicable warranties, write to: Lenovo Warranty Information, 1009 Think Place, Morrisville, NC, 27560. Lenovo makes no representation or warranty regarding third-party products or services. **Trademarks:** Lenovo, the Lenovo logo, and System x are trademarks or registered trademarks of Lenovo. Microsoft and Windows are registered trademarks of Microsoft Corporation. Intel, the Intel logo, Xeon and Xeon Inside are registered trademarks of Intel Corporation in the U.S. and other countries. Other company, product, and service names may be trademarks or service names may be trademarks or service marks of others.

