StorTrends®
Performance Storage. Proven Value.

CUSTOMER STORY

CUSTOMER: America's Auto Auction

CHALLENGE: To cost-effectively convert a data center from local storage to a Storage Area Network (SAN).

America's Auto Auction is the third largest provider of pre-owned car auctions with locations throughout the eastern half North America.

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>
> *- Victor Demaria,*
> *MIS Director*
> *America's Auto Auction*

StorTrends Puts Its Bid In At America's Auto Auction

America's Auto Auction

Headquartered in Dallas, Texas, America's Auto Auction is the third largest provider of pre-owned car auctions with locations throughout the country. Through a network of auto dealers, banks and fleet accounts, AAA provides weekly auctions to provide liquidity to its sellers and inventory to dealers. Complementing onsite bidding are online auction capabilities which provide the ability to buy and sell vehicles online. AAA also provides value-added ancillary services including transportation, reconditioning and other administration services. For the most part, AAA operates wholesale or dealer only auctions.

Transisitioning to a Storage Area Network with StorTrends

For years MIS Director Victor Demaria supported 425 users and operated using local storage. He was faced with the task of doing more with less. Demaria knew that adding a Storage Area Network (SAN) would be ideal for the company's IT environment, but he thought it was too expensive and beyond the departmental budget. After fielding quotes from Dell and EMC, Demaria's preconceived notions seemed to be confirmed until Demaria found out about StorTrends by American Megatrends. Demaria learned about the StorTrends SAN array and its speed, many features and price point. When Demaria later received a quote he was surprised at the cost of the system, "I could get all of the features the big names offer for half of the price, plus AMI has a good history in technology as an American company starting all the way back with BIOS. The price even with all the licenses needed still came in substantially less than the competition", said Demaria.

With the addition of StorTrends, Demaria saw better performance in the Citrix XenDesktop deployment and employee productivity. Demaria stated, "With StorTrends I was able to increase the productivity of my company and still keep my accounting department happy." Of the many features StorTrends offers, Demaria has taken a liking to the failover feature which helps Demaria eliminate redundancies and assists in quality backups and replication. In fact, Demaria and AAA were so satisfied with the StorTrends product, a few months after the initial install a second unit was purchased.

Support with a Personal Touch

Because the StorTrends has been working so well, AAA has not needed to contact StorAid, (StorTrends' support team) outside of the initial installation, but that one encounter was enough to win over Demaria. In regards to the support, Demaria had this to say, "Engineering with a personal touch is hard to come by these days, and the personal touch the sales and installation team showed us really won me over, they gained my trust."

**For more information on America's Auto Auction,
please visit:** http://www.americasautoauction.com/

**For more information about how StorTrends can help your organization,
please call AMI at 1-800-828-9264 or visit:** http://www.stortrends.com

American Megatrends