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ONLINE GENEALOGY LEADER USES ZADARA TO REDUCE DATA CENTER FOOTPRINT BY 90% WHILE IMPROVING OPERATIONS COSTS

A privately held international leader in online genealogy made the decision to move 100% of storage and computer requirements from their data centers in the U.S. to the cloud. They estimated this strategic decision would reduce their data center footprint and support their ever growing customer base and extensive online archives. At the time, the customer was maintaining more than 60 dedicated storage racks and 1800 drives across their data centers.

"Prior to our move to the cloud, we were always in the data center swapping or replacing drives," explained Senior Linux System Administrator for the company. "Now there is no need for that."

> *"Zadara was the only provider that offered a solution to move us to the cloud fast while supporting existing protocols, applications, and infrastructure."*

Senior Linux System Administrator
Leading Online Genealogy Company

BENEFITS OF ZADARA

- Utilized Zadara to migrate 100% of the compute and storage to AWS with existing applications, including NFS and CIFS protocols concurrently

- Reduced data center footprint by 90%

- Improved cost efficiencies with OpEx storage-as-a-service model

- Optimized performance and cost by moving from HDDs to SSDs with a simple on-line migration

- Storage for up to 70-terabytes of new data created daily

THE CHALLENGE

The infrastructure in Lehi is responsible for, among other things, the content that powers Newspaper.com's nearly 600 million pages of historical archives. "We couldn't risk slowing down or disrupting the information ingestion centers in Lehi that power the content for our customers," he shared.

Up to 70 terabytes of data per day in their physical ingestion facilities at their headquarters. To do so, they rely on microfilm scanners where they can scan in the data in the form of newspapers, historical societies, universities, and large public institutions.

"Once they made the decision to move to the cloud, then it just became how," Sr. Linux System Administrator for the company. "Our challenge with that was the speed of light and by that, I mean latency and supporting the protocols we need for our file copies."

They needed a seamless way to move the files being created at their intake facilities at headquarters to the cloud, without changing their content infrastructure.

With headquarters near their data centers, they knew we needed to balance performance and cost for the move to the cloud. For this reason Zadara's 100% OpEx storage-as-a-service model resulted in cost efficiencies compared to the resources required to purchase and maintain local data centers.

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WHY ZADARA + AWS

The customer first considered other storage providers but ultimately chose Zadara as it was the only solution that supported NFS and Samba for Common Internet File System (CIFS) for file sharing. "After several failed attempts to move to AWS, we found Zadara was the only solution that supported our existing protocols and didn't require costly changes to our content infrastructure," they explained.

"Moving to the cloud means we can consistently deliver a high volume of quality content daily to our customers across all our properties."

With Zadara's storage-as-a-service model, the customer was able to send its data produced in Lehi to AWS East in Virginia. "There was no way for us to solve this without Zadara," explains Fluckiger.

"Even as we are scaling, we've been able to reduce expenses."

Senior Linux System Administrator

THE BENEFITS

SUPPORT FOR EXISTING APPLICATIONS

With Zadara's unique NFS protocol and Samba support, the company's employees and users can access the files without expensive and resource consuming changes to their existing infrastructure and workflow.

The company's workflow remains the same as before, but now with Zadara, via Amazon Elastic Compute Cloud (EC2) Direct Connect to AWS, US East.

"Our users that interact with the data in real-time are seeing better performance than they did with our prior storage-intensive operation."

Senior Linux System Administrator

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IMPROVED PERFORMANCE
FOR END-USERS

The customer went from maintaining 2500 rack units (RUs) at their data center, to managing a single rack with around 30 RUs. More than a 90% reduction in their data center footprint without sacrificing performance.

"Even as we are scaling, we've been able to reduce expenses," he shared. "Zadara has enabled us to get the performance we need, such as running a higher performance node as we moved to the Virtual Private Storage Arrays (VPSAs)."

They also optimize performance and cost with compression and found that, "performance increased even further with the Solid State Drives (SSDs)."

"The Zadara platforms consistently perform well and Zadara's built-in support, means we can be more efficient with fewer resources and get the same output. It also feels we have not had as many unexpected events outside of business hours, but our operations still run successfully twenty-four by seven."

"For our customers this means we can consistently deliver a high volume of quality content daily to our customers across all properties."

Senior Linux System Administrator

MOVING TO AWS WITH ZADARA

"We were given a specific date to have our data centers vacated. With Zadara we met all those deadlines, had the floor swept and lights turned out," they said. The company worked closely with the dedicated team at Zadara to design a custom solution for their unique needs.

With Zadara Storage-as-a Service, the online genealogy company has been able to expand and contract storage capacity on-demand to match their business needs, only paying for the storage used.

Zadara offers its customers storage-as-a-service including 24/7 expert management and support. API features have also saved the team time for things like file transfers.

"There is value in having another set of eyes and we get that from the Zadara support team," he shared. "Now we can focus more proactive development resources on creating cloud-native applications more quickly, for example, and support our business continuity plans without the need to access our data centers like in the past."

WHAT IS NEXT

> *"Storage is no longer a concern for growth."*

Today, the company can scale their storage needs up, or down, paying only for what they use with Zadara. "Storage is no longer a concern for growth," they shared.

Other benefits from the cloud migration were realized in 2020 when the data centers were unavailable for many around the world. Whereas in the past IT administrators would have needed physical access to pull drives, they are now able to actively manage their storage without entering the data centers.

"For the internal customers working at the company that manage the data pipeline, this means they consistently have access to available high-performing systems and that is really important," he explained.

To learn more about how Zadara can help your enterprise IT needs, you can visit **www.Zadara.com.**

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Any data type. Any protocol. Any location.

To learn more about how Zadara can help your enterprise IT needs, you can visit:

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