

Brian

AGE 41

JOB TITLE System Administrator

VERTICAL Government

LOCATION Washington, D.C.



“The cluster is stuck behind a firewall, which makes my life extremely difficult when I need to troubleshoot.”

ABOUT

- Contractor for the federal government, who works at a secure (“dark”) site with no Internet access
- Has security and military experience
- Works at a remote location, travels twice per month, and is on-call three nights per week
- Strong Linux background, but no formal Isilon training

GOALS AND MOTIVATIONS

- Maintain a balance between storage and network connections to support a surveillance workflow
- Ramp up quickly and learn about OneFS without the benefit of formal training

FREQUENT TASKS

- Manage outages
- Monitor both fixed and mobile video feeds and map them to the project’s video repository
- Pay attention to cluster capacity and scale to accommodate additional cameras

PAIN POINTS

- A firewall prevents him from sending logs to Isilon Support, and from accessing online help
- His company inherited the contract from a competitor, so there was no knowledge transfer. All updates and guidance come from the EMC Sales Engineer.
- He reports to five supervisors at his company and three project managers with the federal government
- As an off-site worker, he must travel 50 miles to the cluster to investigate alerts
- Bureaucratic rules and regulations make creative problem-solving difficult

KNOWLEDGE ABOUT ISILON

Highly competent

DAYS TO CLOSE SRs

The average number of days it takes to close Brian’s SRs:

15

For information about this persona or how to use personas, contact List.ID.Strategy@isilon.com.

EMC²

Josefina

AGE 35

JOB TITLE System Administrator

VERTICAL Life Sciences

LOCATION Boston, MA



"I have one chance to do the upgrade right."

ABOUT

- Worked in a call center after college, and has steadily risen through the ranks
- Prefers to learn by doing
- Has a Microsoft Certified Solutions Associate certificate for Windows Server 2012
- Works for a small life-sciences company with thin profits and limited EMC support
- Active in social media and community forums

GOALS AND MOTIVATIONS

- Upgrade to OneFS Target Code without help from EMC Remote Proactive
- Mitigate risk by learning from others' experiences
- Contribute to system administrator communities on social media
- Find clever ways to work around her company's budget and time constraints

FREQUENT TASKS

- Troubleshoot SMB and authentication issues
- Provision user shares
- Manage user home directories

PAIN POINTS

- Her company's business model (genome sequencing as a service) can't tolerate any downtime
- She's unsure about which SMB patches to apply and when
- She's concerned that outdated firmware will affect OneFS upgrades, but she can't afford the downtime necessary to update firmware
- Her cluster's current version of OneFS is not supported but she's afraid to upgrade because of known issues in other OneFS versions
- She doesn't have time to read documentation so she relies on an upgrade checklist she found in a user forum

KNOWLEDGE ABOUT ISILON

Intermediate

MAINTENANCE WINDOWS

The number of maintenance windows Josefina's company can take per year:

1

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Peter

AGE 54

JOB TITLE Broadcast Engineer

VERTICAL Media & Entertainment

LOCATION Los Angeles, CA



“If the signal goes to black for even 1/30th of a second, millions of dollars are lost and my job is on the line.”

ABOUT

- 30 years of video editing experience, and some entry-level engineering experience
- Works for an international broadcasting company that focuses on video streaming
- Received EMC Isilon training from a 3rd-party vendor who configured his cluster
- Expects EMC Support to understand broadcast workflows, and is frustrated when Tier 1 can't answer his questions quickly
- Manages a team of six people in a data center, which is one of many worldwide
- Very risk-averse

GOALS AND MOTIVATIONS

- Get media content out at all costs
- Resolve issues as quickly as possible
- Maintain cluster performance without upgrading and by applying only the most critical patches

FREQUENT TASKS

- Gather technical requirements for media projects, such as launching new broadcast channels, workflow automation, and supporting new media file formats
- Transcode workflows: Take original media files and reformat them for television, mobile devices, YouTube, and other mediums
- Ingest workflows: Take latency sensitive real-time video signals from satellites or legacy video tape formats and write them to centralized storage as media files
- Manage a sensitive change control process

PAIN POINTS

- SyncIQ doesn't meet his failover needs because his workflow is fully automated
- Some 3rd-party media applications aren't tested with Isilon and don't always work
- Doesn't realize that under-provisioning the cluster can cause ingest workflows to fail, and he doesn't know what to do to optimize cluster performance

KNOWLEDGE ABOUT ISILON

Limited

STREAMING REQUIREMENTS

Peter's company needs to support 40–1200 MB/s per stream to support 4K video formats.

40–1200 MB/s

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Tom

AGE 27

JOB TITLE System Administrator

VERTICAL Telecommunications

LOCATION Redmond, WA



"I don't understand OneFS well enough to even ask the right questions."

ABOUT

- System administrator with three years of job experience
- Works at a large telecommunications firm on a six-person team
- Completed one Isilon administrator training course
- New to NAS products and concepts
- Responsible for three clusters, each running different versions of OneFS
- The only person on his team who works with Isilon; known to his colleagues as "The Isilon Guy"

GOALS AND MOTIVATIONS

- Resolve issues as quickly as possible
- Complete tasks without having to do a lot of research
- Maintain his manager's confidence

FREQUENT TASKS

- Plan for and manage backups
- Configure and fine-tune the cluster for best performance
- Maintain all Isilon hardware
- Monitor cluster health through the Web Administration Interface

PAIN POINTS

- Overwhelmed by the differences between OneFS versions
- Familiar with SAN, but far outside of his comfort zone with NAS
- No in-house resources are available to answer OneFS or NAS questions, so he calls his Dedicated Support Engineer (DSE) at least once a week
- Frustrated by EMC Online Support: the sheer number and irrelevancy of results means he can't find the KB articles he needs to troubleshoot issues on his own

KNOWLEDGE ABOUT ISILON

Limited

NUMBER OF RECENT SRs

The number of service requests Tom opened in the last six months. Four of them were escalations:

49

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