

CUT STORAGE COSTS WITH “ALWAYS-ON” LIVE MEDIA ARCHIVES



Profile

A large media and entertainment company has petabytes of data, and its media assets are rapidly growing. They could no longer afford to have users remember asset tags to retrieve old media assets – with Komprise, they have created an “always-on” archive that is fully searchable, all the data looks like it is still there, even though cold data is on deep cold storage.

The Challenge – Assets Need to Be Available

Data is accumulating rapidly, but IT budgets are flat. While data is a strategic asset, managing it efficiently is critical to cutting costs and modernizing IT. Today, petabytes of data are spread across multiple departments, and managing the data efficiently is a challenge.

Key Challenges:

- Critical storage capacity planning and cloud decisions being made in the dark
- Cold media assets are consuming expensive primary storage and backup resources
- Users do not want to change their behavior and remember asset tags to retrieve older media

Results

- Identified 70% of the media assets have not been used in over a year
- Identified 65% cost savings by moving cold data not used in over a year to cold storage (e.g. AWS Glacier)
- Saved millions of dollars each year by not storing, mirroring and backing up cold data on NAS
- All the archived assets are still in the original namespace and fully searchable and accessible
- No changes to hot data or metadata path, no disruption to users or applications

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The old way of having users remember asset tags to retrieve cold media archives is no longer tenable. Komprise enables us to have an “always-on” archive – data is fully accessible even when kept on cold storage

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The Solution

The customer considered proprietary NAS data-tiering solutions but did not choose them because they are locked in to the primary storage, and do not allow direct access to the archived data. They picked Komprise because it worked with all their NAS storage, it required no changes to their environment, setting up Komprise was very easy and required just a few virtual machines, Komprise was adaptive and they did not need to manually throttle it back when storage usage peaked, and Komprise provided analytics and visibility along with data tiering, archiving, replication and management in a single solution.

Environment Snapshot

- Managing petabytes of data (both NFS & SMB/CIFS)
- Multi-vendor NAS environment
- Komprise data management software
- Moving data to on-premise object store and cloud

Why Komprise?

- Single solution that works across NetApp, EMC, IBM, AWS and other storage
- No static stubs that get corrupted or orphaned
- No storage agents
- No data virtualization or changes to the hot data path or metadata path
- Native access to moved data
- No expensive licenses
- No scaling limits
- No manual QoS management needed



Recap

Komprise Intelligent Data Management

Komprise enables businesses to handle the incoming flood of data by providing automated software that adapts to the customer's environment and scales across their storage silos, on-premise and cloud storage. The Komprise data-aware management software empowers businesses to manage today's massive scale of data growth while unlocking data value. Komprise analyzes data across storage, and moves data transparently by policy across NFS, Lustre, SMB/CIFS and REST/S3 storage. The modern scale-out architecture required no agents, no dedicated hardware or storage, no complex setup or proprietary integrations, delivers native access to data in the cloud and is delivered as a hybrid cloud service.



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Let's Chat

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