

Digital Room Achieves a 50% Increase in Application Performance with Zadara

Using Zadara’s enterprise storage-as-a-service, Digital Room Inc. improves storage system performance and customer satisfaction.



Summary:

Digital Room, Inc. has about 400 employees working around the globe, earning the trust of thousands of design and marketing professionals.

Challenges:

- Needed to increase scalability
- Storage provisioning was slow and required hardware procurement
- Hardware maintenance was complicated and time consuming

Solution:

- Replaced Dell SAN and in-house NAS with Zadara Virtual Private Storage Array (VPSA)

Results:

- Improved application performance by 50%
- Simplified storage provisioning and management
- Fully addressed storage scalability concerns

Digital Room, Inc. started life as a traditional printer and now offers a custom online service, where users upload pre-made artwork or call a customization specialist for consultation. Nearly two thirds of their business is repeat business. Customers appreciate their nearly 100% on-time delivery rate for the thousands of orders they ship every week, and they like being able to call, click or chat 24 hours a day, 7 days a week.

Outgrowing their in-house SAN and NAS architecture.

As their business grew, Digital Room, Inc. realized that they had outgrown their existing Dell SAN and in-house NAS architecture. They also found expanding and managing their storage resources a slow, painful and complicated process. Storage assets are their lifeblood, and not being able to grow and manage their capacity was a barrier to success.

As part of a comprehensive analysis, they chose to move to the AWS Cloud. This required a high-capacity storage solution with support for NFS. They looked at building a cluster of EC2 instances with RAID EBS volumes with GlusterFS. They also considered Amazon S3, but decided neither of these options resolved their stated challenges.

Zadara was recommended by AWS.

Digital Room Inc. found Zadara through a recommendation from their AWS engineer and sales representative. After testing a Zadara Virtual Private Storage Array (VPSA) to ensure it met their criteria, they deployed their VPSA solution in the Equinix facility in Northern California, supporting their AWS environment.

“Now that we are running our business on Zadara, capacity expansion is just a few simple clicks away”, said Russel De Guzman, Lead of Platform Engineering at Digital Room, Inc. “Zadara’s easy and intuitive management dashboard makes volume provisioning a breeze. This gives us a lot of flexibility and peace of mind that we will never run out of capacity again.”



“Zadara provides the key functionality that allowed us to move our business to the cloud.”

Russel De Guzman,
Lead of Platform Engineering,
Digital Room, Inc.

50% improvement in overall application performance.

One of the benefits that Digital Room, Inc. recognized by moving their application environment to AWS and their storage to the Zadara VPSA architecture was improved performance. They are seeing a 50% improvement in overall application performance due to faster I/O throughput with NFS shared files. This is resulting in increased processing of customer files and improved overall customer satisfaction.

Converting large CapEx costs to flexible OpEx.

Digital Room, Inc. was also able to move from a Capital Expense (CapEx) environment to a Operating Expense (OpEx) environment. They have stepped off the treadmill of replacing their storage infrastructure every few years and can now enjoy the benefits of never purchasing storage again, and only paying for the resources they use. Additionally, Zadara provides simplified management and control so that the company could focus on their core business, rather than managing their storage capacity.

“Our storage capacity is now fully scalable and elastic, and Zadara monitors and manages the VPSA. This helped us to focus on what is essential for our business: customer satisfaction.”



+1 949 251 0360
sales@zadara.com
www.zadara.com

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