zadara + impress

IMPRESS GROUP SATISFIES GROWING VMWARE REQUIREMENTS USING ZADARA

Zadara's fully-managed enterprise storage gives Impress Group the ability to address performance, manageability, and scalability requirements.

The Impress Group is a leading media group, consisting of a holding company, Impress Holdings, Inc., and 12 operating companies. Each operating company develops its own business, leveraging their unique publishing expertise in IT, music, design, and nature/outdoors. In 2015, the Impress Group published more than 500 new book and magazine titles and achieved more than 100 million web page-views per month.

BLOCK AND FILE STORAGE IN A SINGLE SERVICE. CENTRALIZED MANAGEMENT CONSOLE.

The Impress Group worked closely with their technology partner CDC to address their key requirements. The company needed a solution that could scale and support their growing demands. After reviewing a variety of industry-leading solutions, the company chose Zadara Storage to support their storage needs.

The Impress Group chose to deploy Zadara Storage for a number of reasons. First, they were able to support both block and file storage, rather than their prior configuration that only supported NFS file services. Next, they were able to tune the storage performance to meet the unique needs of each application. Additionally, they were able to create shared storage that scaled far greater than alternative solutions. They were also impressed with the centralized Zadara console, making it far easier to manage and monitor their entire storage pool.

SUMMARY

Impress Group consists of a holding company and 12 operating companies; each focused on its area of publishing expertise: IT, music, design, and nature/outdoors.

CHALLENGES

- Needed high-performance, shared storage to support virtual machines
- Required centralized management with support for file/block storage
- Wanted the ability to manage I/O bandwidth per application

SOLUTION

- Zadara Virtual Private Storage Arrays (VPSAs) on premises

RESULTS

- Eliminated I/O delays and improved performance using SSD and iSER
- Bandwidth allocation aligns storage resources with application needs
- Shared storage configuration enables rapid recovery of VMs
- Recognized significant cost savings over prior configuration

I/O BOTTLENECKS ELIMINATED

Once deployed, the Impress Group found that their performance problems were eliminated. By utilizing the Zadara SSD and iSER options, they eliminated the I/O congestion that was problematic in their prior configuration.

As Tokuyuki Yokota, an Engineer at Impress, Professional Works described, "Our previous configuration used local storage attached to the servers and shared NFS storage. This caused I/O delays to the VMware virtual machines. With the Zadara Storage solution, we have eliminated all bottlenecks and have created a highly scalable storage architecture to support future growth.

IMPROVED RECOVERY TIME PERFORMANCE

By placing their VMware virtual machines on Zadara Storage, Impress Group was able to dramatically reduce the recovery times in the case of a server failure. This has improved their overall customer satisfaction. Redundancy and business continuity was also a key requirement for the Impress Group. The Zadara Storage architecture provides complete redundancy with no single point of failure and supports advanced enterprise features such as snapshots, replication and mirroring to ensure data availability, given any unexpected scenario.

Tokuyuki Yokota continued, "Zadara provides high availability using complete redundancy and non-disruptive failover. The VPSA also leverages industry-leading I/O technologies such as iSER to optimize VMware performance. Combined with high-speed SSD caching, we were very impressed with the overall performance. Finally, the centralized management capabilities made the solution an easy decision for us. We have been able to address all of our immediate and future requirements – all while reducing administrative and operating costs."

With Zadara Storage, the Impress Group has transitioned their business from a rigid storage architecture that was limiting growth, to a flexible, agile, storage infrastructure that enables growth, improves customer satisfaction and saves money.

ZADARA PARTNER

Computer Dynamics

"With Zadara we have eliminated all bottlenecks and have created a highly scalable storage architecture to support future growth."

Tokuyuki Yokota
Engineer,
Impress Group

zadara

Zadara is enterprise storage made easy.
Any data type. Any protocol. Any location.

Contact us at:

www.zadara.com

info@zadara.com