

Zadara Partner:



Volocom Drives Customer Satisfaction and New Opportunities with Zadara

Zadara's fully-managed enterprise storage solutions free staff and budget to focus on strategic initiatives.



Summary:

Founded in 2001, Volocom monitors press, news agencies, social networks and radio and TV networks to help customers make better decisions and manage their reputations.

Challenges:

- Existing traditional storage array was difficult and expensive to scale
- Volocom's customers were demanding more capacity and performance-intensive services
- Volocom needed increase strategic agility while reducing operational complexity

Solution:

- Volocom adopted Zadara Enterprise Storage-as-a-Service to replace legacy storage

Results:

- Accelerated performance by doubling SSD capacity without increasing costs
- Storage management requirements dramatically reduced by fully-managed support and Zadara ease-of-use features
- Agility goals achieved with storage capacity that seamlessly scales up and down

For almost twenty years, Volocom Technology srl has been an international industry-leading media monitoring and analysis firm, providing customers real-time views into press, web, agency, social, audio-video coverage for decision support and reputation management. Every day, Volocom monitors, indexes and processes more than 80,000 news items from worldwide media sources. To support their clients, Volocom maintains an archive of hundreds of millions of news items, in text and audio/video formats, for media monitoring and analysis.

Volocom's CTO Roberto Sgroi, is responsible for maintaining IT always-on operational stability and security, while ensuring that Volocom always has the infrastructure required to deliver state-of-the-art services. Matteo Diarena, Volocom's Innovation Manager is responsible for promoting the development of state-of-the-art software products and services, based on the latest trends and technologies. Together, these two industry veterans, with over thirty-five years of experience between them, set out to reinvent Volocom's IT infrastructure to enable the next level of business growth.

Freeing resources for strategic initiatives.

Like many companies, Volocom found that maintaining and running state-of-the-art IT was not only challenging and expensive, the demands of solving complex IT problems had become a strategic distraction. Customer-driven opportunities had dramatically increased the number of searchable news sources, expanded searchable periods from thirty days to five years, and driven contractual requirements for 100% availability. In particular, Volocom found that the legacy storage solutions made it difficult to balance the increasing agility and performance demands of these new business initiatives with effective cost management.

To address overall IT complexity, Volocom elected to outsource their IT operations to a managed service provider. After a rigorous evaluation process, Volocom selected Momit Network Services srl, a Milan-based managed services provider that specializes in building, managing, and monitoring complex infrastructure that require 100% availability.

“With Zadara, the storage is there, it works, and it’s fast. We don’t even have to think about it.”

Matteo Diarena
Innovation Manager
Volocom Technology srl

“With Zadara’s enterprise storage-as-a-service, we reduced storage management costs while improving performance, security and availability.”

Roberto Sgroi
CTO
Volocom Technology srl

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Trusted advisor partnership ensures solution is optimized to requirements.

Working closely with Sgroi and Diarena, Momit CEO Mauro Razzetti, determined that Zadara’s approach to enterprise storage-as-a-service would be an optimal fit. As Matteo Diarena puts it, “After analysing our needs and evaluating current and future workloads, we selected Zadara’s technology to address Volocom’s critical requirements.” It was vital to simplify storage operations with a fully-managed solution to deliver the flexibility to scale both capacity and performance, up or down, based on their dynamic requirements.

Storage that always fits requirements and budgets.

With the new storage architecture, Volocom were finally able to effectively manage both their VMware environment, comprising more than one hundred virtual machines, and the company’s historical news archive. Zadara’s ability to scale-up, scale-down and migrate volumes online meant that Volocom no longer had to engage in complex long-term capacity planning exercises. Volocom avoided significant up-front capital investment in storage infrastructure and moved to a pay-for-consumption approach which also eliminated the need to over-buy capacity. Zadara and Momit have enabled Volocom to scale costs, incrementally and predictably to address changing demands.

As Matteo Diarena puts it, “With the adoption of Zadara’s enterprise storage-as-a-service, we were able to both reduce the costs of managing our legacy SAN and increase the overall performance, security and availability of our IT infrastructure.”

Initial success spawns expansion.

With the success of the initial deployments, Volcom now plans to extend the Zadara storage environment to new disaster recovery and business continuity infrastructure.

Transform your business with the world’s only fully-managed, consumption-based enterprise storage.

Zadara transforms storage-related costs from a variable mix of equipment and management expenses to a predictable, on-demand, pay-per-use, elastic service that greatly simplifies planning, streamlines budgeting, and improves return on investment (ROI). Learn how Zadara can help you transform your business. Call or email today.