

LG ELECTRONICS, ZADARA TO BUILD ENVIRONMENT FOR EFFICIENT DATA COLLECTION AND ANALYSIS

Increase storage cost effectiveness and gain visibility into data storage to meet security policies

LG Electronics is a leading company in the global market with a focus on electronics and home appliances. LGE has established itself as a differentiated company by expanding the scope of technological innovation to various fields such as IT, energy, and automobiles, creating new values.

In addition, LG Electronics is conducting a project that collects, analyzes and utilizes data from LG products distributed worldwide. It is a project to increase the efficiency of the production process by analyzing big data to gain insights, and to create a foundation for providing optimized products and services to various customers. In the course of working on this project, they have leveraged Zadara's zStorage for block and file storage to meet their cost and security requirements.

THE CHALLENGE

LG Electronics wanted to use block storage and file storage for high-performance data analysis and sharing, but they had challenges with their storage solution in the public cloud.

First, there was the cost issue. At the beginning of the project, the basic infrastructure environment consisted of public cloud based resources. However, during the review process, LGE found that it was difficult to predict the costs therefore, their spend could be much higher than expected introducing an unnecessary risk and complexity. LGE wanted to improve cost-efficiency and predictability through more affordable and predictable cloud storage.

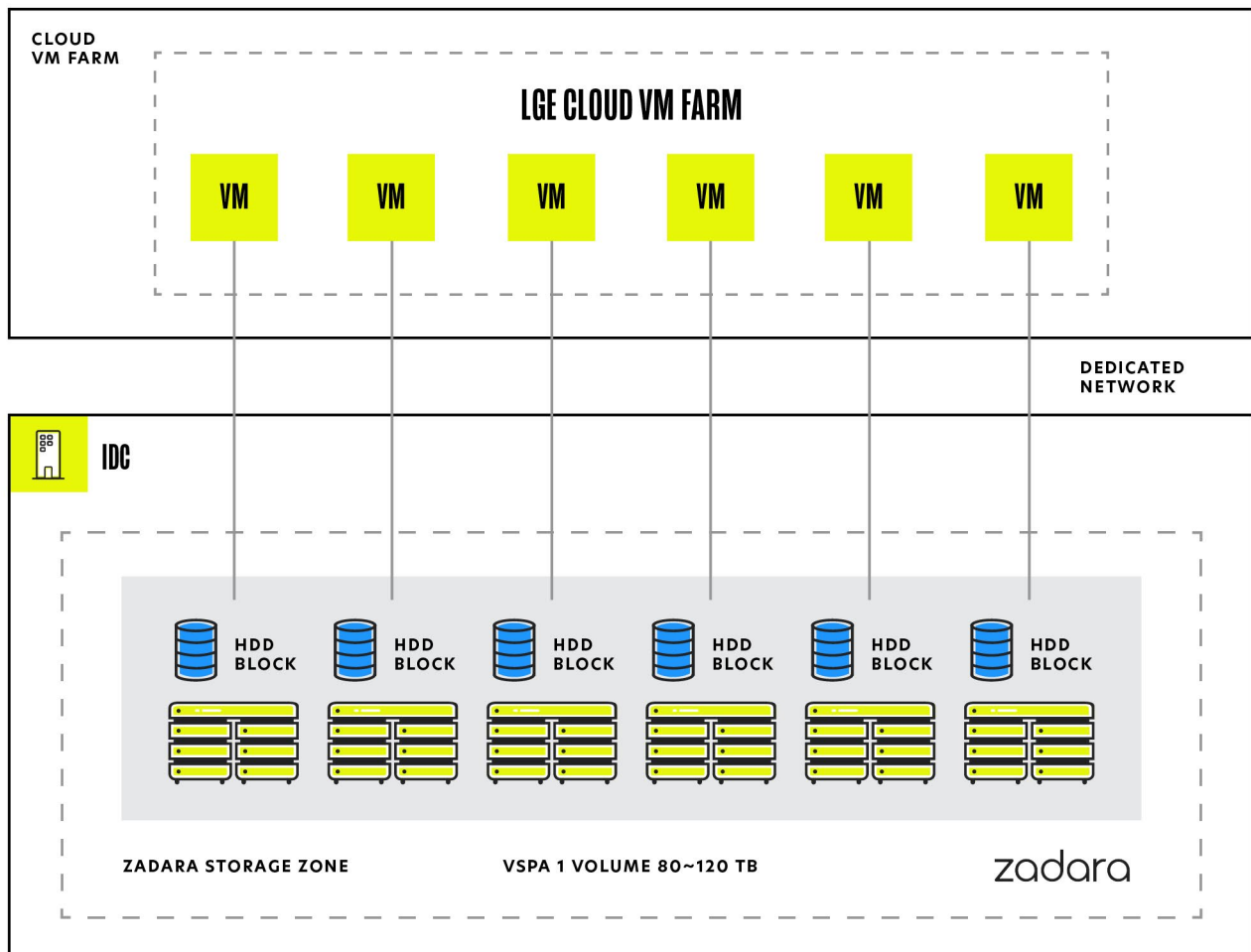
HIGHLIGHTS

- Seamless integration with public cloud instances such as AWS, Microsoft Azure, and Google Cloud
- Dedicated storage resources ensure data storage visibility and consistent performance
- Non-disruptive storage upgrades to minimize service impact
- Simple and intuitive pricing model with minimal additional cost compared to other clouds

There were also challenges in terms of security. LG Electronics' needed to be able to check the history of storage and destruction of the collected data and associated physical devices. This data visibility was not guaranteed in the public cloud. In addition, it was difficult to obtain evidence of disk or data destruction in the public cloud, which did not meet LG Electronics' security policy requirements.

THE SOLUTION

LG Electronics decided that it would be possible to solve the challenges faced in the existing environment by introducing Zadara zStorage, which can work seamlessly with public clouds such as AWS, Microsoft Azure, and Google Cloud. Accordingly, Zadara's Virtual Private Storage Array (VPSA) was mounted on an existing public cloud instance to utilize block and file storage with iSCSI and NFS protocols.



THE BENEFITS

LG Electronics increased cost efficiency with Zadara zStorage. At the same time, Zadara's pricing system is simpler and more intuitive than other cloud-based offerings, making it easier to predict costs and help create a clearer budget forecast.

Zadara zStorage provided fully segregated, dedicated resources to ensure LG Electronics' data storage visibility and meet security policy requirements. At the same time, performance is also guaranteed thanks to dedicated resources.

At the same time, LG Electronics was satisfied with storage management while using Zadara zStorage Services. Because there was no service interruption during the maintenance process, LGE were able to maintain business continuity in projects that required continuous data collection and analysis, and the Zadara's team was able to respond quickly to **any** issues **given its fully-managed services, supported by 24/7 support.**

WHAT'S NEXT

Since the first introduction of Zadara zStorage, LG Electronics has been steadily increasing its storage capacity. This shows trust in Zadara's solution and Zadara's support while collaborating with Zadara throughout the big data project. LG Electronics is striving to innovate and develop in more diverse directions, not just in areas where it has strengths in the past. LGE is open to the opportunity to work with Zadara in future innovation projects.

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