zadara + brandworkz®

BRANDWORKZ ADDS DISASTER RECOVERY AND FLEXIBILITY TO THEIR AWS COMPUTE

Using Zadara's enterprise storage-as-a-service, Brandworkz enhanced their AWS environment with enterprise-class features, including disaster recovery, and additional flexibility.

UK-based Brandworkz delivers a cloud-based brand management platform that allows companies to more effectively and efficiently manage their marketing assets. Users can share marketing content, create and edit artwork, and collaborate with colleagues globally. Their customers see greater success by communicating their core message consistently through every channel.

Their customers demand the highest levels of customer service and depend on Brandworkz to consistently deliver at a moment's notice. To support these business targets Brandworkz has built an IT infrastructure on Amazon Web Services (AWS) compute resources.

THE SEARCH FOR STORAGE TO MEET BRANDWORKZ' DEMANDING REQUIREMENTS

When Brandworkz began expanding their hosting infrastructure on AWS, one of their challenges was the ability to deploy storage resources that met their demanding requirements, including high-performance, volume-based storage to support video and other file types. They needed to support a mix of both Windows and Linux servers. They needed large volume sizes beyond the 16TB limit imposed by many of the vendors they evaluated. They also needed to ensure that the data was natively protected by RAID.

During their thorough evaluation of the market, they met with several vendors. Some of the vendors contacted by Brandworkz required a software-RAID controller to be added on top of the base solution. As Lundgaard described, "this seemed very cumbersome and potentially prone to having two vendors blaming each other if something went wrong."

AT-A-GLANCE

SUMMARY

Brandworkz offers a cloud-based brand management platform that allows companies to more effectively and efficiently manage their marketing assets.

FAST FACTS

- **150+** customer brands
- Founded in 2003
- **26** app integrations

They were particularly interested to meet with Zadara, because Zadara works with AWS to provide enterprise-grade storage services that connect directly to the AWS compute infrastructure. "What impressed us about Zadara Storage is that they didn't have any of the limitations that we found with the other vendors," said Lundgaard. "We were also impressed by the fact that Zadara Storage was available near each of the AWS data centers where we have hosting in both the US and Europe."

ZADARA EXCEEDS BRANDWORKZ' DEMANDING REQUIREMENTS

Zadara not only met all their requirements, but also provided a series of additional benefits that Brandworkz had not considered. For example, Zadara provided Brandworkz with online capacity expansion, flexible RAID options with hot-spare options, snapshots, replication and mirroring.

The final stage in the evaluation was to review existing Zadara clients to ensure the product was as good as it appeared on paper. "We spoke with several Zadara clients and were thoroughly impressed with what we heard. Now that we have deployed the Zadara Solution, we understand why they were so enthusiastic."

And the results speak for themselves. Brandworkz is now able to grow as-needed to support their client base. Previous performance bottlenecks have been eliminated. And data is safe and protected from unforeseen and unexpected threats.

"The solution has exceeded our expectations and we look forward to growing our business with Zadara Storage," concluded Lundgaard.

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>
> **Jens Lundgaard**
> CEO,
> Brandworkz

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

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