Zadara's usage-based flexibility is a winner for division of a leading car manufacturer from Germany

Zadara storage-as-a-service delivers low risk, multitenancy, flexibility, stable performance and security — all while helping drive down storage costs.

Summary:
The company specializes in automotive software and IT development, with a focus on innovative solutions for use in future mid-size luxury vehicles.

Challenges:
- Flexible management and storage of growing data volumes
- Round-the-clock data access during development and production phases
- High system stability
- Cost-effective storage

Solution:
- The customer adopted Zadara Enterprise Storage-as-a-Service to replace legacy traditional systems

Results:
- Agility goals achieved with storage capacity that seamlessly scales up and down
- Guaranteed stability of storage performance and security
- Storage costs are reduced, easily reported, and directly tied to specific projects

Founded in 2001 as a subsidiary of a leading automotive manufacturer in Germany, the company specializes in automotive software and IT development, with a focus on innovative solutions for use in future mid-size luxury vehicles from the customer. The customer engages with both research and development tasks across its two German sites (Munich and Ulm), paying particular attention to future-focused, cost-efficient software components for use at the automotive-sector-specific interfaces between hardware, electronics and IT.

The company is taking a market position based on the development, evaluation, dynamic improvement, and integration of ground-breaking software solutions. As such, it has a development process that is always at the cutting edge, and which incorporates technological trends and market requirements, as well as consistently prioritizing close cooperation with universities and leading software manufacturers.

Technology is in the process of imposing radical upheaval in the automotive industry. In a market situation that is changing fast, the flexible management and storage of growing data volumes is increasingly key in the area of classic vehicle production and associated integrated IT concepts; specific critical requirements include round-the-clock data access during development and production phases, high system stability, and cost-effective storage.

Head of IT Infrastructure at the customer, was not happy with the traditional storage infrastructure in place at the company, not least because it failed to serve certain requirements; specifically the customized concept of adapting to individual storage consumption with unplanned peaks. So, in view of its high priority, the company was quick to release funds for investment in Storage-as-a-Service.

The user-friendly, pay-as-you-go, cost-controlled storage services offered by Zadara caught the eye of the customer, with dynamic pricing entirely based on usage facilitating 100% control over costs.

"In addition to cost control and the stable performance of applications, data security was right at the top of our list of requirements"

Head of IT Infrastructure

As well as accommodation of fluctuating storage demands, the customer required its storage partner to provide guaranteed stability of performance, consistent maximum security, and multitenancy – all of which Zadara was able to deliver.

"In addition to cost control and the stable performance of applications, data security was right at the top of our list of requirements," explains Head of IT – an element that Zadara is exceptionally good at providing. Data security is ensured by in-flight and at-rest encryption, as well as multiple administrator authentication. In addition, Zadara customers manage encryption keys themselves, giving them absolute access control.

At present, the customer is storing high-performance applications on the Zadara storage cloud, with rising capacity requirements playing an important part in its decision to do so. Though essential sensitive company data remains with the parent company, the customer uses Zadara facilities for secondary storage.

With an eye to optimally utilizing software's potential while the automotive industry is in a state of change, Head of IT anticipates the following advantages for the future from partnership with Zadara, and specifically with regard to the transition towards the cloud:

- Cost control, especially in its scalability
- Performance control
- High system reliability

Zadara's simple pricing structure makes cost control a breeze. Scalability means fluctuating workloads can be accommodated. Customers only pay for what they actually use. These features create the opportunity for companies such as the customer to withstand the seismic shift occurring in the automotive industry – away from hardware-dominated machinery to a highly complex, software-dominated system – with high-performing, flexible data storage specialists at their side.

Zadara's usage-based optimization is a real winner, and Head of IT is particularly impressed by the fact that in Zadara's consumption-based usage model, costs can be constantly driven down – despite explosive growth in the amount of data to be managed. The customer mission covers a very wide range of IT products and services for the automotive sector, including integrated vehicle software, communications middleware, open-source connection management, automotive platforms for networked vehicles, integration of consumer electronics and interface development for future-fit onboard displays.

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Head of IT explains: "We develop, test and improve our software in very short cycles. Zadara's usage-based storage options allow us to not only maintain full control over prices even with fluctuating data volumes, but also to actively reduce costs in the long term."

Head of IT also cites the amazingly simple installation process of starting to use the Zadara storage cloud as yet another argument in favor of the company's services.

Conclusion

As far as the customer is concerned, Zadara is the most convincing storage-as-a-service provider in terms of its cost-control, low risk, multitenancy, flexibility, stable performance and security. As it undertakes continual evaluation and improvement of the customized solutions it offers at the delicate interface between mechanical engineering, electrical engineering and information technology, the customer has selected Zadara as the partner of choice to cover its storage needs while it moves towards a private/hybrid cloud.

Software is the decisive innovation level in the automotive engineering of the future.

The customer only uses the latest state-of-the-art software technology for the automotive industry. In order to keep up with the rapid pace of change in the market, and to offer high-value, reliable application software, the customer path to the cloud is largely dependent on the essential element of flexibility offered by having Zadara as a partner: the storage expert is able to ensure this flexibility at all times, to suit the short development cycles at the customer. A valuable collaboration: the customer has been benefiting from Zadara storage-as-a-service since 2017.

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

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