SERVICE PROVIDER IPDS DELIVERS RELIABLE BACKUP SERVICES WITH ZADARA'S DEDICATED CLOUD STORAGE

For Predictable Performance and Data Availability, Backed by 100%-uptime SLA, Service Provider IPDS Trusts Zadara.

Backup and disaster recovery (DR) are required critical services for both business continuity and compliance. While individual businesses may have very different backup requirements, reliability and simplicity remain top priorities. If a storage provider integrated into your solution is regularly experiencing outages, service providers know this could put their customers or business at risk.

Founded in 2007 by industry experts, Maryland-based IP DataSystems, Inc. (IPDS) provides modern IT solutions for businesses in a wide range of fields, from medical research to TV broadcasting and space telemetry. By focusing on delivering exceptional managed services, IPDS has achieved strong reference-based growth. Yet as the company has grown to serve a broader range of customers, IPDS has faced challenges in finding a storage partner that could deliver the simplicity, data availability, and performance required.

"We have the experience to architect a solution to meet literally any customer's backup need," says Chris Moss, Cloud Solutions Manager at IPDS, Inc. "But our previous storage provider became a single point of failure for us, with weekly outages that put our customer contracts at risk. We needed a solution that was dedicated, that was ours, even if we didn't actually need to buy it."

After researching a crowded field of providers, including major public cloud platforms, IPDS selected Zadara's fully-manged cloud storage solution. Zadara's dedicated fully-manged storage solutions, helped solve the service providers' challenges, leaving time for innovation that benefits their customers.

HIGHLIGHTS

- Dedicated storage includes disks, Internet connection, and load balancer

- Data isolation to meet specialized compliance requirements

- Enterprise-grade availability and performance

- Expert management, monitoring, and support 24/7/365

- Backed by 100%-uptime SLA, pay only for what you use. Available on premises or in the cloud.

THE CHALLENGE

IPDS's customer growth strategy is built on delivering exceptional experiences, which make its solutions easy to sell and create positive word-of-mouth. Simplicity is the key element in these offerings.

"The number one thing customers want in a backup solution is simplicity," explains Chris. "They don't want to have to worry about it, that's why we have a job. We needed a storage partner that would help us give our customers the most reliable backup solution."

IPDS also needed to ensure availability of data when their customers needed it. This was an ongoing issue with the company's previous storage vendor, which did not provide dedicated resources.

"If we can't give customers back their data whenever they need it, we lose that business," says Chris. "We moved away from our previous partner because it couldn't meet that need. It wasn't dedicated, it wasn't reliable, it was over-subscribed, and because we were using shared resources we couldn't always get customers their data back. That's a big reason why we're now using Zadara."

> *"Data availability is a big reason we're now using Zadara."*
>
> **Chris Moss**
> Cloud Solutions Manager,
> *IPDS, Inc.*

In response to the COVID-19 pandemic, businesses are also prioritizing remote access. "The shift to remote has put a little more priority on DR," explains Chris. "Customers want to get to their data no matter where they are."

A further challenge for IPDS was how to reduce the burden on the internal team in the face of too-frequent cloud storage outages.

"When most of your business rides on a single potential point of failure, the place where the data is stored, and you're constantly dealing with that platform telling you data is unavailable, it creates a huge amount of stress," recalls Chris. "So our requirement was a solution that was dedicated, that was ours, even if we didn't need to buy it."

THE SOLUTION

The Zadara solution provided IPDS with managed cloud storage that includes dedicated resources, a dedicated Internet connection, and a dedicated load balancer. The solution was also more economical than major cloud platforms. Zadara provides 100% OpEx storage-as-a-service that is fully-managed by a team of expert engineers. With dedicated virtual private storage arrays (VPSAs), Zadara customers benefit from dedicated resources on your premises or with a chosen cloud provider.

"Short of the ISP going down, we're now covered for availability and speed," says Chris. "There are the big boys, like Amazon and Azure, but they're not competitive from a pricing perspective. And you're never guaranteed to have dedicated resources with them."

DATA ISOLATION

With dedicated resources, IPDS can meet specialized customer needs, including compliance requirements that data is not presented to a public cloud.

"Zadara lets us confidently tell customers, 'you guys are in your own bucket in our dedicated storage,'" explains Chris. "It allows us to isolate customers in a way that meets their requirements, and in some cases that's a big reason we have their business. We couldn't fulfill their needs if we were living in AWS or Azure or Google."

EVERYBODY HAS WHAT THEY NEED

The Zadara solution also guarantees IPDS has the resources they need to deliver the right customer experience, with predictable performance.

"Because we know always what the incoming bandwidth is, and what the load balancer's capacity is, we can divide up our customers' traffic so that everybody has what they need," says Chris. "That's very different to a public cloud, where if there happens to be over-utilization then it all slows down."
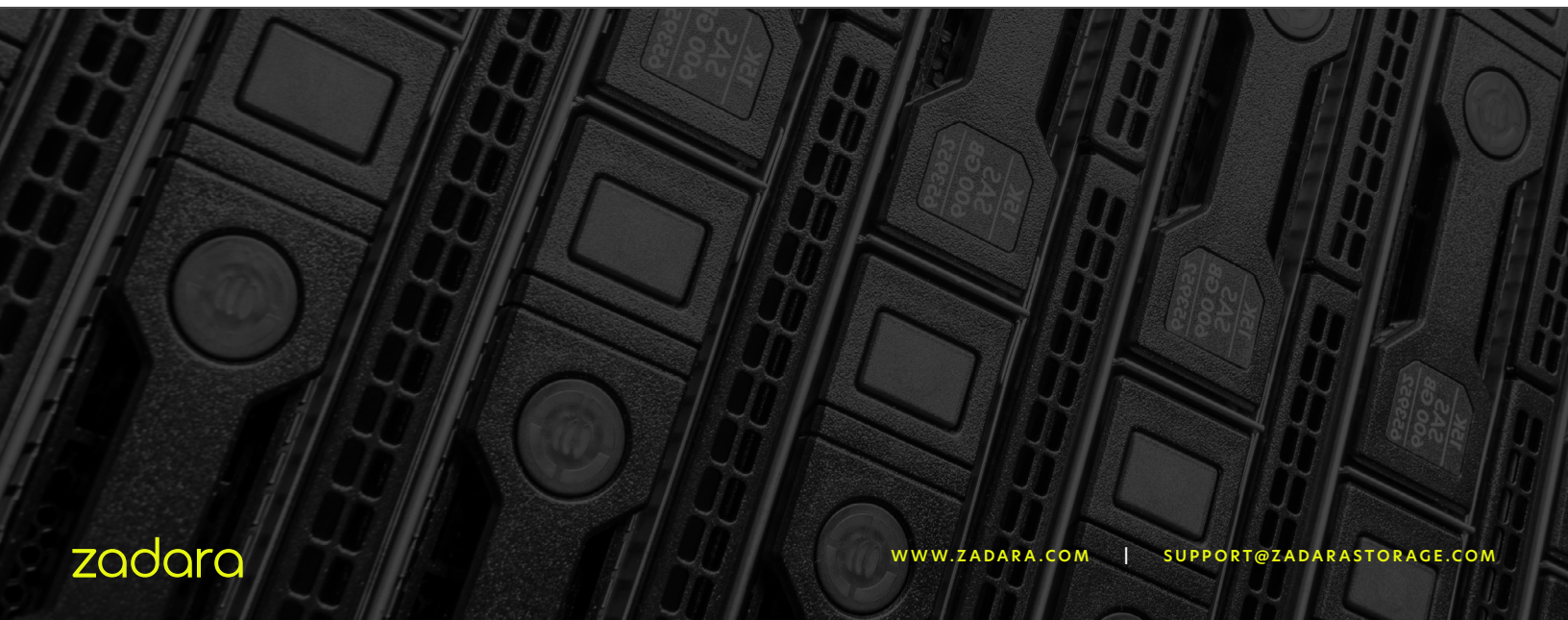
BETTER CUSTOMER VALUE

In terms of architecture, most of IPDS's customers backup to local storage and then synchronize that data with the Zadara cloud. The performance and efficiency of the Zadara cloud enables IPDS to offer its customers low-cost solutions for retaining data long-term, over any period of time.

"With Zadara these economical cloud solutions function, for all intents and purposes, the same way as on-site storage," explains Chris.

> *"We can offer customers much more economical options by leveraging Zadara."*
>
> **Chris Moss**
> Cloud Solutions Manager

MORE TIME FOR THE THINGS THAT MATTER

With customer data availability no longer a recurring issue, the IPDS team is spending less time on its off-site storage and more time with its customers.

"Anything that goes wrong means time away from proactive support, making sure our customers' environments are running smoothly, doing check-ins, audits, and all the things that keep our customers happy," says Chris. "We don't want to get pulled into firefighting all the time, that's why we're with Zadara."

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> **Chris Moss**
> Cloud Solutions Manager

Having fewer problems to solve has enabled IPDS to spend more time creating new services that address its customers' challenges.

"We had a customer with a requirement we couldn't comfortably meet," recalls Chris. "I reached out to the Zadara team, who put me in contact with a partner whose application with Zadara solved the problem. We were able to spin up a brand new service to meet the customer's needs, all within a week. Zadara's willingness to link us with their partners and create that network was fantastic."

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BOTTLENECK-BREAKING SUPPORT

Support from the Zadara team has also enabled IPDS to meet its challenging read-write performance needs.

"When we first moved to Zadara, there was a bottleneck with the RAID configuration," recalls Chris. "Instead of asking us to buy more disks, the Zadara engineers spun up an entirely separate array (VPSA) with a different configuration, which supported the read-writes we needed. They then transferred all of our data on the back-end to that new VPSA, at no extra cost."

> *"Any time there's been a concern, the Zadara team has been extremely responsive."*
>
> **Chris Moss**
> Cloud Solutions Manager

"Any time there's been a question, a concern, or even a service we needed help with, the Zadara team has been extremely responsive. I know that if something goes wrong, we're going to get individual service and not just a blast email that says, 'we're working on it.'"

WHAT'S NEXT

With its storage challenges resolved and the business is ready to meet specialized backup and DR requirements at huge scale, IPDS is now focused on pushing its customer experience to new heights.

"We want to be the best in the business at backup and DR and continue to grow," says Chris. "With the Zadara solution, we've freed up the resources we need to become better at what we do and add new services where there is customer demand."

Thank you to Chris Moss, Cloud Solutions Manager, IPDS, Inc. for this interview.

To learn more about IPDS, please visit www.ipds.com.

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Any data type. Any protocol. Any location.

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