Nexenta™ Case Study

Ensequence

Media & Entertainment

Challenge
Data volume explosion meant company had to scale up in a hurry to meet business opportunities

Benefits
Long-term, flexible solution with limitless scalability. Increased speed and performance

Solution
NexentaStor™,

VMDC Plug-in

NexentaStor

- 128-bit file system

- 2 Supermicro appliances with 100TB raw storage and 40TB of usable storage, deployed as VM storage (using iSCSI and NFS) and NAS (using CIFS)

- Incumbent storage solution with 20TB utilized as VM storage

- Four 10Gb multimode connections (two for iSCSI and two for CIFS and NFS

COMPANY OVERVIEW

Ensequence, the interactive TV company, enables programmers, service providers, and advertisers to create and deploy a high volume of uniquely branded interactive television experiences across cable, satellite, telco, and connected devices. Using Ensequence's technology, viewers can vote for reality show contestants, check real-time sports stats, or download recipes from cooking shows all from the convenience of a remote control.

Ensequence's customers include the largest and most innovative programmers and service providers in the media industry: NBC Universal, MTV Networks, ESPN, Showtime, Rainbow Network Communications, The Walt Disney Company, DISH Network, DirecTV, Comcast, and Verizon.

CHALLENGES

Explosion in Data / Scalability: To meet the fast-growing demand for its product, Ensequence needed a solution that allowed internal infrastructure to quickly scale up to meet business opportunities.

Cost, Cost, Cost: Legacy vendors wanted to sell more of the same, adding hardware on hardware. Price of basic support with existing vendors is higher than newer overall solutions.

Access / Back-up / Disaster Recovery: With extensive growth, Ensequence needed universal access, back-up contingencies, and disaster recovery capabilities.

SOLUTION

NexentaStor is the leading storage platform built upon ZFS technology. Ensequence consulted Supermicro, a Nexenta Certified Partner, to consider alternative storage technologies that would provide a richer variety of features, greater scalability, more flexibility, lower total cost of ownership, and ease of use.

Ensequence selected the pre-configured and pre-tested Supermicro SBB solution featuring NexentaStor to implement a high-availability strategy.

"Nexenta can be used with industry-standard commodity hardware, so it offers amazing flexibility, scalability, and cost controls."

Tony Noll
Director of IT
Ensequence

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Scalability: Ensequence not only wanted to expand capacity without dealing with the legacy storage bottleneck, but also wanted a new solution that would outperform its old one on every level. Ensequence found the answer in NexentaStor, which has nearly limitless scalability, is compatible with commodity hardware that is newer than hardware offered by many legacy vendors, and delivers 50% - 70% higher performance than the previous solution.

Data is Highly Accessible: With the Supermicro SBB featuring NexentaStor, Ensequence's data is highly available for both its customer and corporate datacenters, without having to upgrade and without additional costs.

NexentaStor has RSync capabilities already included and, with Supermicro's SBB solution, Ensequence easily can replicate data between the two datacenters, mitigating the chances of operational downtime.

VM-centric Infrastructure: Virtualization is a key ingredient to Ensequence's IT strategy. The company now utilizes the NexentaStor Virtual Machine Data Center (VMDC) license feature to clone desktops at lightning fast speeds.

In addition, Ensequence deployed Dell 815 servers, which utilize VMware for production implementation on Web servers and on database servers for the back end.

BUSINESS BENEFITS

NexentaStor helps organizations implement high-performance, yet cost-effective data storage solutions by taking advantage of NexentaStor features like inline de-duplication, VMDC cloning, commodity hardware compatibility, and high-availability support.

- Taking advantage of the latest server technology, storage function speeds increase using NexentaStor.
- Long-term, flexible solution provides limitless scalability.
- Multiple systems are consolidated for increased speed and reduced costs.
- Savings in maintenance costs during the first year will cover the cost of the entire system.

Traditional vendors, with a mainframe approach, will need to change their model or lose business. Ensequence is staying ahead of the field by employing Nexenta.

System 1 Configuration

- Nexenta 3.04 on Supermicro SBB
- 2 4TB Systems replicating with other VMware ESX 4.1
- Nexenta VMDC license feature
- NFS shares to ESX
- 10 GB Ethernet

System 2 Configuration

- Nexenta 3.04 on Supermicro SBB
- 16 TB Clustered system supporting VMware ESX 4.1
- 512 MB SSD drive cache
- Nexenta VMDC Plug-in
- Nexenta Fibre Channel license feature
- 4 GB FC network – Cisco FC switches