

ScaleMatrix

Case Study

ScaleMatrix Delivers Highest-Performance, Cost-Effective Hybrid Cloud Solutions Leveraging Nexenta Software-Defined Storage

San Diego, CA
www.scalematrix.com
Hosting/IT Services



Summary

Challenge: Offer cost-effective, high-performance cloud service portfolio

Solution: NexentaStor

Platform: Dell, Juniper, VMware

Use Case: Cloud Hosting Services

Benefits:

- 200% increase in performance compared to AWS
- More IOPs per dollar than any other solution
- Rapid scalability
- Flexibility to offer tiered services
- TCO savings of millions of dollars

Business Overview

ScaleMatrix offers customers a mix of colocation and managed services, plus a cloud portfolio that includes public, private, and IaaS hosting. Since 2011, ScaleMatrix has served its clients – from small startups to Fortune 500 businesses – by architecting, deploying, and managing complete hybrid solutions from their innovative and cutting edge U.S. data centers.

The company has designed and developed a unique, patented data center platform which optimizes energy efficiency for maximum cost effectiveness. These high-density, high-efficiency facilities serve as the ideal locations from which to host their high-performance service offerings.

ScaleMatrix landed spots on both the Fast100 and Inc 5000 lists in the past year, due to its ability to provide a broad array of cost-effective services which span the test, development, production, and disaster recovery use cases.

“Prospective customers often compare us to hyper-scale providers, like Amazon Web Services (AWS), so we have to quickly help customers understand that it is not an apples-to-apples comparison,” says Chris Orlando, co-founder of ScaleMatrix. “Clients need to do the math before putting all of their eggs in the hyper-scale basket. Having ready access to concierge-style support services and achieving the performance goals of your production applications can be daunting, and extremely cost-prohibitive when you get down to it. At ScaleMatrix, our combination of industry leading compute, and Nexenta Software-Defined Storage (SDS) provides unbeatable performance at a price that beats the hyper-scale providers hands down. We deliver better service, more raw IOPs performance, and a better overall cost structure for customers looking to support all test, development, and production cloud workloads.”

Nexenta plays a key role in helping us deliver competitive and cost-effective services for our clients: We've been able to deliver more IOPs per dollar with Nexenta than we could with any other platform.

Chris Orlando

Co-founder
ScaleMatrix

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Challenges

ScaleMatrix founders recognized early on that ease of use and scalability were going to be paramount when supporting the exponential data growth anticipated by its customer base. ScaleMatrix evaluated a number of the major players in the storage industry during an extensive review process, looking for a platform that could offer the greatest performance, flexibility, scalability, and cost effectiveness.

Nexenta provided exceptional value in all categories, plus the open source nature of its SDS platform provided additional benefits to support ScaleMatrix' dynamic and fast-growing cloud business.

"Nexenta's technology is feature-rich, flexible, and delivers more IOPs per dollar than anything else we've found to date," says Orlando. "With growing competition in the hosting business, we're betting that performance will become the new benchmark that will set us apart. AWS has a great product for some specific use cases, but we aim to provide clients with the performance, support, and price flexibility they need to host all their service needs using one simple-to-manage infrastructure."



Solution and Benefits

Solution

Following the extensive storage platform review, ScaleMatrix launched its storage service within six weeks, with some help from Nexenta onsite teams, which helped ScaleMatrix integrate existing hardware platforms to get the service up and running quickly.

Today, ScaleMatrix leverages NexentaStor to manage, monitor, and deploy specific IOPs-based performance tiers to support a wide range of customer requirements. To deliver the optimal balance of cost and performance, customers may select specific amounts of each performance tier: real-time IOPs, standard, and archive. The flexibility of the Nexenta interface and the way it simplifies SAN to SAN migration makes it easy for ScaleMatrix to offer each customer a seamless combination of different performance tiers with different percentages of SSD and spinning disk for unmatched performance at an unbeatably low cost. Plus, as part of its base product, Nexenta provides global SAN management from a single pane of glass, making it easy for ScaleMatrix admins to manage customers' storage needs holistically across different environments.

"Our partnership with Nexenta allows us to provide our clients with the critical performance characteristics and truly competitive cost structures they need to compete in today's cloud market. Like our clients, we depend on close support and services from our vendors from time to time, and the support we've received from the team at Nexenta has been exemplary," says Orlando.

Benefits

Performance: "The cost efficiency of the Nexenta platform helps enable us to keep winning new clients – and the 200% performance increase we've seen compared to some high-volume, price-driven vendors like AWS - who focus on volume, not performance - helps us demonstrate the cost benefit and value that we provide, especially for production workloads," says Orlando.

Scalability: The ability to manage Big Data cost-effectively is increasingly essential for any hosting service. ScaleMatrix started small with a couple hundred of terabytes on Nexenta, but now has deployed almost two petabytes, and plans to more than double that each year. "Nexenta scales easily while maintaining manageability," comments Orlando. "If we had to scale up by tying together huge arrays, we'd be struggling."

Cost efficiency: Nexenta delivers more IOPs per dollar than other traditional storage solution providers ScaleMatrix evaluated. Nexenta's management features and ease of use enable ScaleMatrix to keep OpEx much lower than for other solutions of this size: it needs just a small team to manage storage across all its data centers. Plus, the Nexenta platform gives ScaleMatrix the ability to choose whatever hardware seems like the best and most cost-effective choice for a particular task. Orlando estimates that the company has saved millions of dollars in hardware CapEx by deploying Nexenta.

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Open integration: Open source-driven Nexenta products support easy interoperability with other platforms and services, which is important to ScaleMatrix and its clients now, and promises to be even more important in the future, given the trend towards melding of services. Nexenta helps ScaleMatrix stay open and flexible in responding to changing needs and integrating new products and services into its offerings.

High availability: ScaleMatrix can add capacity and do live migrations on the fly with Nexenta. The company uses Nexenta’s HA capabilities to run multiple copies and replicate into multiple locations, for an economical but complete “belt and braces” approach to data durability.

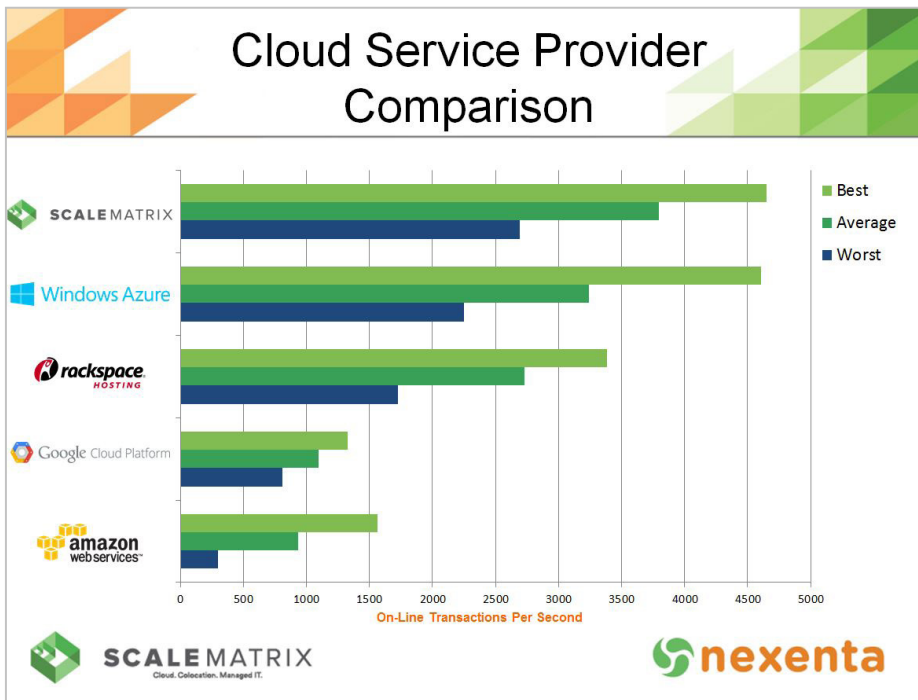
Freedom from lock-in: ScaleMatrix views Nexenta as a key part of its competitive advantage. The open source-driven nature of Nexenta products means that ScaleMatrix won’t have to worry about vendor lock-in should the need arise to make changes or upgrades to support new business needs. “It gives us a great feeling of freedom, knowing that we could upgrade or change at any time,” says Orlando. “We’re extremely happy with our relationship with Nexenta, but I like knowing that our service providers can’t take our business for granted – it keeps them striving to do their best.”

Additional resources

Video: View [here](#)

Benchmarking Results Report: View [here](#)

Comparison



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