



Customer Profile

iN DEMAND is the industry's leading content catalyst, combining a marquee content portfolio with unparalleled distribution and technical expertise, and powering over 120 million revenue-producing transactions yearly. Owned by several major MSOs, it serves hundreds of multichannel video providers of all sizes. A comprehensive 360° content management system delivers a huge inventory of live Pay-Per-View sports and events, Video On Demand, HD, 3D, EST, streaming, download, TV Everywhere and content transport. The one-stop shop handles content acquisition, media prep, encoding and delivery, through royalty payments. Superior relationships with all major movie studios and indies enables innovative, future-ready deals. iN DEMAND is the trusted partner of the top revenue-generating pro sports leagues, boxing, MMA and wrestling providers.



CHALLENGE

Transition to cloud storage with confidence

iN DEMAND needed a storage environment with greater flexibility and was looking for a faster way to add storage for their growing business. Their legacy, on-premises storage containing 1 PB of data was becoming costly, inflexible and maintenance was increasingly expensive.

Using the current set-up, it could take up to four weeks to request, ship, configure and move additional storage capacity into production. Since this was a hardware solution, it was critical to make the right purchase choice or the capex purchase cycle would be repeated. Maintenance costs for the legacy on-premises storage solution exceeded 15% annually of the initial purchase price.

Initially, iN DEMAND attempted to build an in-house solution with an open source third party vendor. However, the limited support provided was not adequate for an enterprise implementation.

SOLUTION

The easy button for storage on Amazon Web Services

iN DEMAND needed a quick implementation for a storage infrastructure that could quickly grow, all backed by technical support that could assist with their unique infrastructure and customization needs. The iN DEMAND team determined that a software-defined NAS on a hyper-scale public cloud was the ideal product, backed by enterprise-grade support.

Keith Son, Director of Infrastructure, iN DEMAND stated, "We discovered SoftNAS at an AWS Summit and were intrigued by the new technology. Since our goal was to increase our flexibility by running storage in the cloud, the fact that SoftNAS promised an easy set-up and the ability to leverage AWS architecture immediately caught our attention."

After the show, we went to the AWS Marketplace and started SoftNAS Cloud NAS, an enterprise-grade virtual NAS appliance. Son explained, "SoftNAS was very easy to set up and we had production-ready storage up and running within one hour—including installation time."

It takes weeks and months for us to provision storage on our local private SAN. Using SoftNAS Cloud NAS, it can happen in a matter of minutes to get any amount of storage we need.

Keith Son
Director of Infrastructure
Greater New York City Area
Broadcast Media

Sales

1-888-801-7524, Opt. 1
softnas.com/contact-us

Support

1-888-801-7524, Opt. 4
softnas.com/support

SoftNAS delivers high-performance NAS features that are quick and easy to configure, it's simple to manage, and the product is available on-demand with transparent pricing. Son stated the easiest part about setup was the ability to purchase the product directly on the AWS Marketplace.

"A strong SoftNAS differentiator is their ability to remove complicated programming for our administrator users," commented Son. Once installed, the iN DEMAND administrators were very pleased with the product intuitiveness. Son commented, "the SoftNAS GUI was extremely easy to use and the guided installation checklist was very helpful for step-by-step configuration of the software."

SoftNAS was able to provide a solution with a high level reliability and unlimited throughput from AWS, so getting buy-in from the Operations department became easy. At that point, Son's team began to shift its business processes from their on-premises NAS to SoftNAS Cloud NAS on AWS.

When the team first evaluated SoftNAS Cloud NAS, there was a concern about a possible limitation as to how many drives could be added because at the time the 16 GB drives were not available through AWS. The local SAN used was 1 PB and the iN DEMAND team wanted to migrate up to at least 10 percent more so there would be about 100 TB of data in the cloud. "We were worried at first, but after the iN DEMAND team implemented and worked with SoftNAS engineers, the concerns were alleviated and the volume is up to about 80 TB on SoftNAS.

Our experience with the SoftNAS support team was great, they were very responsive and helpful.



Extremely Powerful



Hassle-free Experience



Easy to Manage

RESULTS

Leveraging the cloud for stored services

"A great benefit from using SoftNAS is the ability to easily add drives on the system," states Son, "Because it doesn't have to be any type of special array or configuration, it's up to the user and the throughput has been good for us."

iN DEMAND has begun to move more work flows from the on-premises NAS to SoftNAS Cloud NAS, which means moving Aspera and Attunity to SoftNAS for more flexibility and rapid growth, which was not possible with a local NAS.

"In the beginning it was very difficult to transition from a private datacenter to the cloud, but because of the ease of use, high level of support and flexibility to expand the storage – we could transition to the cloud with more confidence," stated Son. "In turn, this has allowed us to move more of the core business processes to the cloud." The most important outcome for iN DEMAND from using SoftNAS was opening an awareness to the migration experience.

TECHNOLOGY PARTNERS



SoftNAS®, Inc. is the leading provider of software-defined NAS solutions and protects mission-critical data for customers using any combination of public, private and hybrid clouds. SoftNAS gives its customers the enterprise-class data security, protection, and performance required to safely, predictably, and reliably operate IT systems and applications. SoftNAS believes in powerful, hassle-free data management and works with any hardware, any data type, across any geography, and with any IT environment, including the most popular public, private, and hybrid cloud computing platforms: Amazon® AWS™, Microsoft® Azure™, CenturyLink Cloud®, VMware vSphere®.