

# Leading Media Provider iN DEMAND Leverages Cloud Storage with SoftNAS Cloud and Amazon Web Services

When a leading media provider needed to rapidly expand its enterprise storage capabilities, they knew deploying even more on-premises storage was no longer the right solution. They needed a way to bring hundreds of terabytes of video content into and out of a cloud-based environment rapidly for transcoding and for distribution to multiple content providers. Their solution: Amazon Web Services and SoftNAS Cloud.

## iN DEMAND's Challenge: How to transition to cloud storage with confidence

iN DEMAND is a joint venture between Comcast, Cox Communications and Charter. They distribute media content to major cable providers. Starting with the acquisition of original source files, iN DEMAND converts these files to play on a variety of devices, including smartphones and cable boxes. From there, they distribute the transcoded media to cable studios. It all adds up to a huge amount of data moving from studios to iN DEMAND's on-premises operations to cable providers.

When their legacy, on-premises storage was bursting at the seams with 800 TB of data, the company knew they needed a storage environment with greater flexibility. The on-premises solution was costly, with ever-increasing maintenance costs. It could take up to four weeks to request, ship, configure and add additional production storage capacity. With maintenance costs exceeding 15% of the purchase price annually, the time had come to look for another option. 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 their implementation.

“ *Our experience with the SoftNAS support team was great. They were very responsive and helpful.* ”

## SoftNAS Cloud for AWS provides:

- Ease of use—no specialized training required
- Support for all major file protocols—NFS, CIFS/SMB, iSCSI and AFP
- Deployment in minutes—production storage in under 30 minutes
- Security and data protection
- Reduction of TCO by replacing on-premises enterprise storage with elastic cloud NAS
- Industry-leading 99.999% No Storage Downtime Guarantee



## The Solution: An “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.

Keith Son, Director of Infrastructure for iN DEMAND, says *“We discovered SoftNAS at an AWS Summit and we were intrigued by the new technology. Our goal was to increase flexibility by running more storage workloads in the cloud. SoftNAS immediately caught our attention. It promised easy set-up and the ability to use AWS architecture.*

*“After the show, we went to the AWS Marketplace and started SoftNAS Cloud, a virtual NAS appliance,”* Son explains. *“SoftNAS was very easy to set up and we had production-ready storage up and running within one hour—including installation time.”*

SoftNAS provides a cloud-based NAS that is quick and easy to configure. It’s simple to manage, and the product is available on-demand with transparent pricing. Son notes that the easiest part about the 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,”* says Son. Once installed, the iN DEMAND administrators were pleased with the product’s intuitiveness. The SoftNAS GUI proved easy to use, and the guided installation checklist provided a simple roadmap for step-by-step configuration of the software.

The SoftNAS solution has provided a high level of reliability and unlimited throughput from AWS, so getting buy-in from iN DEMAND’s Operations department became easy. At that point, Son’s team began to shift its business processes from their on-premises NAS to SoftNAS Cloud on AWS. They now store over 200 TB of data on their SoftNAS instance running on Amazon EC2 and EBS, with significant cost savings and massive reductions in time to provision new storage.

“It takes weeks and months for us to provision storage on our local private SAN. Using SoftNAS Cloud, we can deploy production-ready storage in minutes.”

**- Keith Son,**  
Director of Infrastructure,  
iN DEMAND



## The Results: Leveraging the cloud for stored services

*“A great benefit of using SoftNAS is the ability to easily add drives to the system,” states Son. “Because it doesn’t have to be a special array or configuration, it’s up to the user and the throughput has been good for us.*

*“In the beginning, it was very difficult to transition from a private data center to the cloud, but because of the ease of use, high level of support and flexibility to expand storage, we could transition to the cloud with more confidence,” Son says. “In turn, this has allowed us to move more core business processes to the cloud.”* The most important outcome for iN DEMAND from using SoftNAS Cloud was creating awareness about the ease of cloud migrations. This has transformed business processes, saving time and money.

### ABOUT iN DEMAND

iN DEMAND is the industry’s leading content provider combining a marquee content portfolio with unparalleled distribution and technical expertise, and powering over 120 million revenue-producing transactions yearly. Owned by Comcast, Cox Communications and Charter, it serves hundreds of multichannel video providers of all sizes. The one-stop shop handles content acquisition, media prep, encoding and delivery. iN DEMAND is the trusted partner of the top revenue-generating pro sports leagues, boxing, MMA and wrestling providers. Learn more at [indemand.com](http://indemand.com).

### ABOUT SOFTNAS

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 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. Learn more at [softnas.com](http://softnas.com).

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