



## Customer Profile

Commercialized in 2013, MagHub is a platform used by publishers around the world to operate a media business from initial customer contact to final layout and production. As part of the Fry Family Network and developed by Aysling, MagHub incorporates the knowledge and expertise of publishing professionals with decades of experience in traditional and digital publishing as well as sales.

For more information, please visit <http://www.maghub.com>.



## CHALLENGE

Ability to Store Large Amounts of Redundant Data for Commercial Products

MagHub needed a mature cloud NAS to support a growing volume of read/write customer data. It was simply not possible to scale the server farm using existing AWS solutions, which tended to dictate a write once model and was not acceptable for MagHub's purposes. SoftNAS delivers one of the fastest cloud storage filesystems available and it offers a flexible, secure and reliable approach to data migration.

MagHub houses terabytes of data for its clients who can add approximately 20-30Gb per week of net data in a read/write environment.

Rudy Pataro stated, "Commercial products such as ERP systems (i.e. Oracle and SAP) and large data systems like inventory management require large redundant data. These systems need to read and write data constantly. While some businesses can rely on Amazon for storage, data-intensive businesses with constant read/write typically require a storage device that is attached to individual machines. For shared environments, this can be a horrible solution," commented Pataro.

SoftNAS has an elegant solution and makes a customer's life easy. The reliability that SoftNAS products offer, means customers don't have to get in and mess around with it - saving valuable time and precious resources. Replication was really simple to implement. Effective and quick, it took only 15 minutes on the phone. Typically, this is a complicated and time intensive process.

Rudy Pataro  
Founder  
MagHub

## SOLUTION

MagHub Upgrades Storage Capacity to Handle Business Critical Data

Using Amazon Web Services S3 or EBS alone would have required rewriting the whole application at a cost of more than \$200,000 to restructure the file systems and at least a year's worth of time for a dedicated development team. Additionally, with this type of solution, it would be difficult to scale since AWS does not allow EBS volumes to be mounted to more than one instance. MagHub needed a new solution that would not require customers being segmented into different environments. Using SoftNAS Cloud®, the MagHub team avoided the need to rewrite the application.

### Sales

1-888-801-7524, Opt. 1  
[softnas.com/contact-us](http://softnas.com/contact-us)

### Support

1-888-801-7524, Opt. 4  
[softnas.com/support](http://softnas.com/support)

## RESULTS

### Creating a Common Storage Environment For Terabytes of Active and Passive Data

MagHub provides all the business tools needed to run a publishing business in a simple to use, SaaS-based solution. With its end-to-end software, there is no longer a need to manage loose ends or multiple systems in the business.

The growth of the electronic publishing industry translates to MagHub managing a data farm of ten's of instances, terabytes of data and hundreds of publishing customers -- which meant the business had to rely on a common storage environment. While not all applications operate this way, MagHub required a distributed set of servers.

"We have found in the publishing business, we often manage terabytes of data. On top of that, we needed a way to backup quickly," commented Pataro. "We use SnapReplicate™ for backup and use it extensively. Our clients run their businesses on that data, so it has to be available."

"SoftNAS Cloud solved a huge problem for us. We were challenged with managing both active and backup data. While this is not a simple problem, it was straightforward to solve and implement with SoftNAS Cloud. The product enabled us to use a single NAS controller and attach to separate storage pools for active and backup data, yet manage a single virtual storage appliance. After three calls with SoftNAS Support, and in less than one month, we were running in production," said Pataro.

SoftNAS support was highly responsive. What really helped was access to a sandbox environment to test our configuration. Having that experience was awesome and made it easy to configure the servers," said Pataro. "We were dealing with about 2 TB of active data and 2 TB of backup data."



Extremely  
Powerful



Hassle-free  
Experience



Easy to Manage

## 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®.