



BUYER CASE STUDY

iN DEMAND Adopts F5 ARX to Simplify Management of Growing Storage

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IDC OPINION

The growth of file-based unstructured content continues to outpace the growth of more traditional data types. In the content depot space, the growth of data is exponentially greater than of traditional file services. Managing islands of file data, at such scale, is cumbersome, inefficient, and prone to error and poor utilization of resources. Organizations building large content repositories are looking for:

- Persistence of data — ability to scale capacity, replace hardware, and update software without experiencing any downtime or migration
- Seamless and independent scalability of performance independent of capacity and without the necessity of data migration
- Simplicity in management, allowing storage managers to manage increasing storage capacity without adding more resource

IN THIS BUYER CASE STUDY

This IDC Buyer Case Study examines the conditions that drove iN DEMAND to seek and acquire a solution that could scale in capacity and performance with its business requirements. This document provides an overview of the process and the F5 ARX solution deployment.

SITUATION OVERVIEW

Organization Overview

iN DEMAND is a provider of transactional programming — the ability of a TV cable subscriber to order a movie on demand. The movies that are available for subscribers to purchase reside in a digital library. As the number of movies and the size of movies kept growing, so did the need for more storage capacity.

Challenges and Solution

The initial project was specified for 30TB of storage. Once storage was purchased, it became apparent that the amount of content to be stored will exceed 30TB. The new target capacity became 300TB. The addition of new content is consuming 1–5TB

each week. As the format of content moves to high definition, the amount of capacity required to store the digital library with various programs increases. A standard movie is about 3GB; the same movie in HD is 13GB. It is not long before many programs become available in 3D; the same movie in 3D is 20GB.

As the amount of capacity increased, iN DEMAND needed an environment that could grow with the content and the demand of the business without increasing complexity, impacting workflows, or requiring customization. The disparate islands of file servers and NAS were too cumbersome to manage; a global namespace was necessary to enable seamless scale, persistence of content, and simplicity in management. The consolidated file repository had to also support standard file access protocols used by a variety of operating platforms such as OSX, Windows, Unix, and Linux.

After evaluating a number of solutions on the market, iN DEMAND decided on F5 ARX. ARX enabled existing storage investments to be leveraged to create a storage pool under a single global namespace. Once installed, the system made it possible to tier data and load balance workloads.

Results

Deploying the F5 ARX solution fulfilled iN DEMAND's business requirements. The environment leveraged existing investments in storage, created a global namespace, is highly scalable in capacity and performance, and creates storage efficiencies through tiering. Using ARX freed iN DEMAND to choose storage on a variety of criteria and not be locked in to any one vendor.

Since implementing F5 ARX, iN DEMAND has been able to grow its storage environment seamlessly without impacting workflows or consuming precious management resources. The system has been working very well, allowing managers to focus on other areas of the business.

ESSENTIAL GUIDANCE

There are many reasons why an organization may seek to aggregate all file servers and NAS appliances into a single namespace. When deciding on a solution, it is important to understand the key drivers. The drivers may include management, performance, persistence, reliability, scalability, and disaster recovery and data protection. Depending on the situation, an organization may select a different set of criteria.

LEARN MORE

Related Research

- ☒ *State of File-Based Storage Use in Organizations: Results from IDC's 2009 Trends in File-Based Storage Survey* (IDC #221138, December 2009)

- ☒ *2009 File-Based Storage Taxonomy: Capitalizing on the Diverse World of Files* (IDC #220796, November 2009)

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