



## Customer Success Story

*"Instead of needing to purchase additional Fibre Channel storage, with Acopia tiered storage policies, we were able to invest in less expensive SATA drives at a cost savings of over 50%."*

—Reinhard Frumm,  
Director Distributed IS

### Highlights

#### Industry

- Exhibitor and Visitor Services

#### Challenges

- Automate the movement of older data to less expensive disk
- Simplify overall file management
- Shorten backup windows

#### Solution

- Clustered F5 Acopia ARX1000 devices
- Acopia automated storage tiering

#### Benefits

- Reduced CAPEX by 50% through seamless movement of older data to cost effective second tier storage
- Dramatic reduction in backup windows and recovery times
- Reduction in backup infrastructure costs

## Messe Düsseldorf Advances Tiered Storage Strategy with F5 Acopia

Messe Düsseldorf is an international trade show company, and provider of related exhibitor and visitor services, based in Düsseldorf, Germany.

### The Challenges

#### *High Storage Costs, Lengthy Backup Windows and Manual Storage Management*

Messe Düsseldorf was grappling with the cost of retaining all of its data on expensive fiber channel-based Network Attached Storage (NAS), despite much of it being related to dated events. Messe Düsseldorf was looking for a way to move this "older data" to less expensive storage in an automated way that would not disrupt access to the data, and would leave the data available for quick access should the need arise. The company was also experiencing unacceptably long back-up times, and was looking for ways to reduce the amount of redundant data being backed up.

### The Solution

#### *Intelligent File Virtualization with F5 Acopia ARX Devices*

During its lengthy search for a solution, Messe Düsseldorf carefully examined available products from the leading vendors on the market. End-user transparency and non-disruptive migration were key focus points during the evaluation phase. It was also important to Messe Düsseldorf that the solution offer scalability for further expansion, as well as the ability to reduce storage management complexity. F5 Acopia quickly emerged as the solution best suited to meet these requirements.

Messe Düsseldorf deployed a cluster of ARX1000s for this application. The F5 Acopia devices were configured to move data older than one year from a NetApp® FAS940 cluster (Tier 1) to a NetApp 3020 filer with SATA disk drives (Tier 2). Initially the company migrated approximately 80% of its 'older' data to Tier 2, freeing up additional capacity on Tier 1 and improving the performance of this critical storage tier. Further, by backing up Tier 1 normally, and backing up Tier 2 much less frequently, the company was able to dramatically reduce its back-up windows.

In addition to moving older data from Tier 1 to Tier 2, Messe Düsseldorf also uses F5 Acopia's intelligent tiering policies to move any 'aged' data that has been modified automatically back from Tier 2 to Tier 1.

### The Results

#### *Slashed Storage Costs, Shorter Backup Windows and Simplified Storage Management*

The ARX devices enabled Messe Düsseldorf to automate the movement of data with tiered storage policies between its NetApp FAS940 and 3020 platforms without affecting user access to the data.





Messe Düsseldorf experienced clear and quantifiable benefits resulting from the F5 Acopia solution:

- A cost saving of approximately 50% by automatically moving aged data to SATA disk;
- A reduction in backup windows from 14 hours to approximately 3 hours by reducing the amount of redundant data backed up;
- Estimated return on investment (ROI) in less than 1 year.

The F5 Acopia devices have also served to simplify common storage management tasks.

"Thanks to F5 Acopia the entire process of migration and consolidation is simple, transparent and non-disruptive to users," said Reinhard Frumm, Director Distributed IS, describing the operational benefits.

## Summary

### *Lower Costs Through Automated Tiered Storage*

Messe Düsseldorf leveraged the Acopia file virtualization devices to accomplish its goal of lowering storage costs through an automated, and non-disruptive, tiered storage solution. As a consequence of deploying the F5 Acopia solution Messe Düsseldorf has also realized significant reductions in backup windows and backup infrastructure costs, as well as improvements in operational efficiency.

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*"Since deploying the F5 Acopia ARX switches to automate storage management tasks, we have experienced a significant increase in operating efficiency and a substantial decrease in costs."*

*—Reinhard Frumm, Director Distributed IS*



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