CORE DATACLOUD

EMC Isilon delivers reliable private cloud services and a nine-month ROI

ESSENTIALS

Industry

Backup and recovery as a service

Business Challenges

- Required scalable, high-performance solutions to meet rapidly expanding data storage needs, while lowering RTOs

- Needed simplified management systems to increase efficiency, while reducing OPEX

- Required next-generation technologies to enhance competitive advantage

Solutions

- EMC Isilon X-series—6 nodes delivering 200 TB of scale-out storage

- EMC Isilon InsightIQ

- EMC Isilon SnapshotIQ

- EMC Isilon SmartConnect

OVERVIEW

Established in 1998, Core DataCloud is a leading UK managed service provider of private cloud backup and recovery-as-a-service solutions for midmarkets. The company's commitment to excellence, as well as an affordable pricing strategy, have resulted in dynamic growth approaching 100 percent per annum. Core DataCloud and its SMB customer base rely on next-generation IT storage platforms to power reliable, resilient backup and recovery capabilities.

BUSINESS CHALLENGE

Core DataCloud used a variety of storage systems to support its service offerings. Recently, the company's accelerating growth made it consider next-generation scale-out infrastructure in the form of EMC® Isilon®. "With the other systems, we were supporting 20 TB of client data. Today, we are supporting over 100 customers and over 100 TB of data. We recognized the need for new technologies that would be easily scalable to meet future growth and support excellence in backup and recovery private cloud hosted services," says Sharad Saggar, CEO, Core DataCloud.

Increasing demand on infrastructure also required higher performance to meet customer SLAs. Core DataCloud was committed to a two- to four-hour recovery time objective (RTO). However, the company was experiencing challenges.

"What we required was transformational technology that provided the performance required to meet or exceed our SLAs; that would quickly scale to meet ever-increasing data growth; and that would give us the agility, flexibility, and ease of management to supply solutions to new customers quickly."

Saggar notes that CAPEX and OPEX were also considerations. "Our mission is to enable SMBs to enjoy the benefits of enterprise-level, private cloud-based backup and recovery solutions at an affordable cost. For that reason, new IT infrastructure must be cost-effective, allowing us to pass that affordability on to our customers."

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SOLUTION

To meet its challenges, Core DataCloud deployed a 6-node EMC Isilon high-performance computing scale-out platform designed specifically by EMC architects to support the company's multi-tenancy environment. Integrated VMware and Hyper-V, working with Veeam backup applications, drive customer backup and recovery processes. EMC Isilon SnapshotIQ™ supports an unlimited number of snapshots within a single Isilon storage pool, providing Core DataCloud customers with added resilience by taking snapshots of all new or changed data on all customer servers. EMC Isilon SmartConnect™ delivers dynamic load balancing to maximize performance, and InsightIQ™ further supports performance by optimizing storage cluster utilization. The EMC Isilon OneFS® operating system delivers simple-to-use management tools for increased efficiency and productivity.

> "Isilon gives us a profound competitive advantage. It is contributing to our growth. Our EMC Isilon will pay for itself within six to nine months."

Sharad Saggar, CEO, Core DataCloud

HIGH PERFORMANCE FOR SYSTEM RECOVERY

Since deploying EMC Isilon, Core DataCloud customers enjoy unrivaled backup and recovery capabilities. Each customer is provided with a pre-configured virtual backup and recovery console. This self-service capability, empowered with continuous data backup technologies, provide Core DataCloud customers with 24/7/365 data and application protection.

"The performance provided by Isilon allows us to meet and now exceed SLAs for our clients, even at a time when we are seeing significant data volume increases—always a challenge for a storage provider." To illustrate how Isilon performance supports end customers, Saggar explains that in a recent disaster recovery (DR) test for a leading barristers' chambers, the full server environment of 10 servers was recovered and made available in 1.5 hours. This was two hours faster than the previous year's test, despite data volume growth of 30 percent! "This type of performance allows us to provide the best to our clients."

"Isilon is as solid as a rock," Saggar emphasizes. "We have never had any outages and our customers are confident that their critical data and applications are continuously and reliably protected."

SCALABLE TO MEET DEMAND

Saggar explains that the on-the-fly scalability of EMC Isilon enables Core DataCloud to quickly meet new demands. "With Isilon, we can scale up to scale up to 20 PBs of data, and over 100 GB/s of aggregate concurrent throughput. This means that we can easily meet existing customers' growing backup and recovery requirements, as well as those of new customers."

Core DataCloud customers recognize the importance of EMC Isilon scalability. "Core DataCloud has provided us with a more robust system for protecting critical data and applications," says Felicity Schneider, Director at Littleton Chambers (a leading set of barristers' chambers and a Core DataCloud customer). "As our number of IT systems grows, the system can expand as needed."

ROI IN SIX TO NINE MONTHS

EMC Isilon OneFS operating system simplifies infrastructure management for increased productivity and efficiency. Saggar explains: "Isilon is a perfect match for us because it is simple to administer and reduces resource requirements."

The 24/7/365 EMC support services contribute to Core DataCloud's efficiency and service reliability. "In the event of a pending disk failure, for instance, Isilon automatically notifies EMC Support, who quickly organizes a replacement. This service reinforces our commitment to highly reliable service excellence."

EMC Isilon scalability and reliability also create new opportunities for the company. Core DataCloud marketing consultant Frances Alexander explains: "Core DataCloud provides SMBs with affordable enterprise-class backup and recovery systems that were not previously available to them in this market. The deployment of Isilon is core to our marketing message, and prospective customers appreciate its performance and reliability."

Saggar adds, "EMC Isilon gives us a profound competitive advantage. It is contributing to our growth."

Due to increased efficiencies, reduced OPEX and CAPEX, and increased market opportunities attributable to EMC Isilon, Saggar states, "Our EMC Isilon will pay for itself within six to nine months."

SUMMARY AND FUTURE PLANS

Many Core DataCloud customers had previously used a wide range of backup and recovery solutions, including tape and other older technologies. Often, these disparate solutions were less than optimal and did not adequately protect data and applications. Saggar points out that EMC Isilon has enabled Core DataCloud to transform the backup and recovery processes of its SMB clients with next-generation technology.

"With EMC Isilon, our customers move into the private cloud cost-effectively, while also enjoying best-practice backup and recovery processes. Often, SMB managers will not have the resources, time, or knowledge to implement procedures to adequately protect data and applications. With EMC Isilon at the core of our business, we are able to deliver excellence in data and application protection to our customers."

CONTACT US

To learn more about how EMC Isilon products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com/Isilon.

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