



Case Study

# Leading Media Corporation Leverages Public Cloud Infrastructure To Manage Data, Consolidate Storage, and Enhance Collaboration Across Office Locations

## The client

Founded at the beginning of the 20th century, the client is a large media company that reaches hundreds of millions of American homes each month through a wide variety of leading brands and channels. The client further expanded their reach after acquiring another well-known media conglomerate based in New York City.

**The challenge:** Update the client’s aged infrastructure to incorporate newly acquired data, consolidate storage, and effectively share files between all locations

Even before the acquisition, the client had been grappling with the rising cost of data storage in light of the growth in size and volume of their Adobe® Photoshop® and InDesign® files. They knew they also needed to address slow user access and inefficient collaboration between scattered office locations.

After acquiring the new company, the client was faced with migrating 800 users out of their old office to the new headquarters location on a three-month timeline. Further complicating the task, the office had only a single file server and a 1GB connection between the two sites.

After working with Insight Cloud + Data Center Transformation (CDCT) for many years on other infrastructure projects, the client knew that we would provide valuable insight and recommendations for a cost-effective and efficient way to manage, store, protect, and access their rapidly growing data files, spread across dozens of offices throughout the country.

## Industry:

Media & marketing

## CDCT provided:

- Long-term consulting and strategic support
- Infrastructure Analysis
- Solution identification and recommendation
- Procurement and financing support

## CDCT services:

- Assessment
- Strategy
- Migration
- Support Services

## The solution: Deploy Nasuni's cloud-native file services platform, supported by the public cloud

CDCT knew that the client had adopted a cloud-first strategy but did not have a specific solution in mind for their new infrastructure. CDCT experts analyzed the client's existing environment and needs and quickly identified Nasuni's cloud-based file services platform as the optimal solution for integrating data and consolidating storage. Nasuni's cloud-native platform, supported by AWS®, would provide the client with a global file system that allows employees across all office sites to easily and efficiently collaborate. Additionally, switching to an OpEx model would reduce costs, eliminate the need for traditional file backup, and drastically reduce the need for on-premises infrastructure.

Once the client decided to move forward with Nasuni, CDCT facilitated the procurement process and helped the client structure flexible financing with the manufacturer, ensuring that the project was completed on the client's timeline.

## The benefits: Agile, scalable, cloud-based storage available on a pay-as-you-grow model

Today, the client has an agile and scalable data file system based in the public cloud. By taking advantage of Nasuni's pay-as-you-grow model, the client can scale out to hundreds of global offices without the need for local hardware. Nasuni's Continuous File Versioning® allows for instant file recovery and 15-minute disaster recovery and significantly reduced the client's costs by eliminating the need for backup tapes or files. The client also enjoys faster and more reliable collaboration between their office locations.

### Benefits:



Agile, scalable, cloud-based storage

Reduction of on-premises infrastructure



Elimination of backup files

Accelerated integration of 800 new users



Faster, more reliable collaboration across office locations

A more flexible OpEx cost structure

Instant file recovery and 15-minute disaster recovery

