RapidScale
A Cox Business Company

RAPIDSCALE | PROBLEM SOLVED

RapidScale lowers the cost of petabyte-scale data management to build new service offerings and expand into new geographies.

RapidScale Lays a Foundation for Business Expansion Across the Globe

Success comes with a huge mountain of data. As a managed cloud service provider, RapidScale looked to the future and saw new opportunities for expansion. But a projected tripling of data in just 9 months and the expense of doing backup in the cloud stunted the company's ability to scale quickly and cost-effectively. Now, with NetApp's solution for managing exploding unstructured data growth, the company is ready to capitalize on the opportunities ahead.

Potential reduction of TCO by up to

75%

through integrated lifecycle management

Scalability to handle

3×

data growth in 9 months

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> "The ability to monetize our investment and offer that value to our customers is a huge added benefit. StorageGRID is more than just the data infrastructure for RapidScale. It's become a differentiator as well."
>
> William Hiatt,
> chief operating officer, RapidScale

Since its start in 2010, RapidScale has fostered a highly personalized methodology for delivering managed cloud services. This customer-centric approach reflects the company philosophy that no two customers are the same, and their cloud solutions shouldn't be, either. "We differentiate our company through our relationships with customers and our reputation," says William Hiatt, chief operating officer at RapidScale. "It's been highly effective."

Today, RapidScale's global cloud platform includes data centers across the United States, Hong Kong, and Amsterdam. But the company's success meant extreme data growth. In fact, RapidScale's data more than doubled in 2017 and is anticipated to triple in 2018.

"We have huge amounts of unstructured data pouring in from tens of thousands of VMs on our platform. Keeping up with ingestion rates became a challenge," explains Hiatt. "We were also getting ready for a large Veeam software installation and expected a large data influx as a result. NetApp was the obvious choice to handle our object storage requirements and cloud applications."

Today, RapidScale is able to store and manage unstructured data securely, at scale; keep pace with data growth; and plan for further expansion in Europe.

MORE COST-EFFECTIVE AND MORE SCALABLE
As with all growing companies, balancing growth and costs is critical. "Our annual recurring revenue is growing faster each year along with data growth rates. So, managing costs is critical—especially with the cloud applications," explains Hiatt. "We had issues with slow ingestion rates and performance on public clouds. We've completely eliminated that problem with NetApp."

Scale-out architecture and a single global namespace allow RapidScale to easily manage the data pouring in from various areas of the business. Storage tiers and policy-based data placement keep the company's data in the most cost-effective location for its usage requirements.

RapidScale also improved disaster recovery and backup processes while making them more cost-effective. With high volumes of data going in and out of the cloud, costs had escalated quickly. "NetApp® ONTAP® integration with our AFF and FAS systems is great," says Hiatt. "We use NetApp Snapshot™ and SnapMirror® capabilities and then move those blocks to cold storage. We removed that cost and gained in scalability."

■ NetApp®

EXTENDING STORAGEGRID CAPABILITIES TO CUSTOMERS

With the ability to place data at the optimal storage tier in a multitenant environment, RapidScale can now turn attention to its newest offering: Veeam as a Service (VaaS). "We couldn't build a backup service on a public cloud, because it's too expensive to pull the data out," explains Hiatt. NetApp's policy-based approach enables RapidScale to isolate various data and workflows so that its VaaS data is separate from internal backups.

"The ability to monetize our investment and offer that value to our customers is a huge added benefit,"

says Hiatt. "NetApp StorageGRID® is more than just the data infrastructure for RapidScale. It's become a differentiator as well."

AUTOMATING GDPR REQUIREMENTS AND WORKFLOWS

As RapidScale eyes continued European expansion, having a data platform that can meet its growth requirements while enabling compliance with General Data Protection Regulation (GDPR) was necessary. NetApp's policy engine and application-defined metadata tags can automatically specify where data is distributed, protected, or even deleted to provide compliance.

"The NetApp partnership is actually facilitating our ability to grow into new geographies with our new and existing services," says Hiatt. "We value our relationship with NetApp, the reliability of the systems and the transparent communications. It's all beneficial to the continued growth and success of RapidScale."

SOLUTION COMPONENTS

NETAPP PRODUCTS

| NetApp StorageGRID |
| NetApp FAS |
| NetApp AFF |

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