



Success Story

Koch Media accelerates disaster recovery with NetApp Private Storage as a Service

KOCH MEDIA

Another NetApp solution delivered by:



KEY HIGHLIGHTS

Industry

Media

The Challenge

Koch Media wanted to implement backup and disaster recovery cost effectively on a worldwide basis without compromising data security and manageability.

The Solution

NetApp Private Storage as a Service (NPSaaS) enables efficient, high performance and compliant backup and disaster recovery.

The Benefits

- Flexibility in choosing the cloud provider for different workloads
- Cost-effectiveness, performance and scalability of the public cloud offering
- Data security and sovereignty in the private cloud

Customer Profile

Koch Media is a leading independent producer and distributor of digital entertainment in Europe and the US. The core business of the company based in Planegg near Munich is the distribution of PC and video games, software and movies. The company also has offices in Austria, England, France, Italy, Spain, Scandinavia, the Benelux, the US and Switzerland and employs over 800 people worldwide.

The Challenge

Cost-effective and secure backup all over the world

Backups are resource intensive: they take time, cost money and seem to be of no productive use. Nevertheless, they decide on a company's viability in case of an emergency. Koch Media recognized the critical importance of backups to its business and the benefits of online backup and therefore decided to outsource it from its own data centers. The previous basic concept was in need of revision anyway because the data was stored in only a single place and didn't allow for disaster recovery.

The Solution

The best of both worlds cloud

Koch Media contacted the full service IT provider DARZ GmbH, who was then

in the process of introducing its Backup and Disaster Recovery as a Service solutions based on NetApp storage systems. The solution referred to as NetApp Private Storage as a Service (NPSaaS) combines public cloud services with on-premise enterprise storage. Both the public and the private cloud thus leverage their characteristic strengths and this convinced Koch Media to choose this solution. The new backup solution including disaster recovery was ready for use after a short project implementation period of just six weeks.

Since then, the media company has been using Backup as a Service at DARZ for all of its global sites. The virtual production landscape is replicated at DARZ's data center by using Veeam Backup. DARZ relies on NetApp FAS8040 storage systems at its data centers for this purpose. Koch Media operates the virtual machines that require a service level agreement inside DARZ's Private Cloud and thus benefits from guaranteed security, quality and availability. Virtual machines needing a higher resource flexibility and demanding an enhanced cost efficiency are being operated in the public cloud. Here, Koch Media decided in favor of Amazon Web Services (AWS) and IBM SoftLayer.

“As an internationally active media group, it is of the utmost importance that we build our IT infrastructure to be cost-efficient, scalable and secure. The unique combination of the private and the public cloud with the flexible selection of the best hyperscaler is the perfect backup and disaster recovery solution for us.”

Juri Vaisman,
Director IT International at Koch Media.

The Advantages

The hybrid cloud delivers customized IT

The DARZ data center is ideally suited for backup due to the structural nature of its high-security wing. Data is not only protected from environmental disasters and cybercrime inside the Hessian State Bank's former vault building, but also subject to the German Data Protection Act and the data sovereignty of Koch Media. The actual technical finesse of the backup solution results from the combination of public cloud/private cloud and on-premise storage, however. “Our goal was to provide our customer with customized cloud computing that is scalable, flexible, cost-effective and calls for no compromises when it comes to data integrity,” explains Lars Göbel, Head of Sales/IT Operations at DARZ. In other words, NPSaaS not only enables the combination of the public and the private cloud, but also offers the flexibility to combine the performances of various hyperscalers. Koch Media thus benefits from the advantages that both cloud worlds offer. The freely selectable hyper-

scalers provide maximum cost efficiency and scalability while the private cloud ensures compliance. In other words, by linking the two, the media company gets the best of both worlds: data security, compliance, guaranteed availability and data sovereignty on the one hand, and the highest performance, cost effectiveness and scalability on the other.

The company thus also has an intelligent, lightning-fast disaster recovery solution: “When disaster strikes, it would have taken up to six weeks before IT would be available again,” explains Lars Göbel. “Now, its systems could be back online within only 20 minutes,” he adds. Thanks to the multi-tenancy capability of the NetApp storage systems, Koch Media now has complete control over its production environment and can turn on its virtual machines and ramp them up again on its own. “This unique combination of NPSaaS and the Private Cloud brings the aspects of quality, security, flexibility, scalability and cost efficiency to a common denominator,” summarizes Lars Göbel.

SOLUTION COMPONENTS

NetApp products

- NetApp FAS8040
- NetApp Private Storage for Cloud

Umgebung

- Veeam Backup & Replication
- Checkpoint Firewall
- IBM Softlayer
- Amazon Web Services



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