

France Télévision Publicité reaches audiences with precision and reliable data.



France's media giant serves up millions of ads using NetApp® StorageGRID® for a hybrid cloud.

France Télévision Publicité (FTP) wanted to build a hybrid cloud architecture, including a private cloud for archiving their strategic data in two replication data centers for high availability. This architecture needed to be compatible with S3 while interfacing with FTP's existing public cloud deployments in Microsoft Azure and AWS.

FTP needed an effective storage and backup infrastructure that could serve the organization today while providing easy scalability to meet their future needs.

To protect its data and optimize its infrastructure, FTP worked with systems integrator SCASICOMP and NetApp® to design a StorageGRID® object-based storage solution with Rubrik backup storage technologies.

**1 billion videos
viewed per month**

“NetApp storage meets our need perfectly for managing our most strategic unstructured data with great flexibility. Rubrik is a very good solution, which provides real ease of use.”

Pascal Laffut
Technical Director, France Télévision Publicité

Smart ads for every platform

FTP is the advertising department for the France Télévisions group, which boasts 28.9% of the television audience share in France (a daily average of 32.3 million viewers). Its digital audience includes almost 30 million unique visitors monthly. Nearly 1 billion videos are viewed each month across all of FTP’s digital platforms.

FTP sells advertising space across nearly 40 channels, including France 2, France 3, France 4, France 5, 1ère, TV5 Monde, France 24, Discovery Channel, Warner France, and NBC Universal International, as well as almost 30 websites and mobile applications, such as France.TV, francetvsport, franceinfo, Météo-France, Radio France, Brut, plusbellelavie, allodocteurs.fr, and more.

Lots of ads, lots of channels, lots of storage

FTP was looking for a solution that could provide reliable, long-term backup of their database and automation data. This sensitive marketing and commercial data must be available to employees at all times while remaining strictly confidential. FTP has zero tolerance for data loss. They also need to comply with strict long-term storage regulations—up to 10-year retention in some cases.



Additionally, FTP had to strengthen budgetary control and reduce costs. This meant that they needed a solution that stores data as economically as possible. FTP wanted to build a hybrid cloud architecture, including a private cloud for archiving their strategic data in two replication data centers for high availability. This architecture needed to be compatible with S3 while interfacing with FTP’s existing public cloud deployments in Microsoft Azure and AWS.

To do all this, FTP needed an effective storage and backup infrastructure that could serve the organization today while providing easy scalability to meet their future needs.

FTP chose a NetApp StorageGRID solution because it could give them peace of mind knowing that their data was safe and reliable. Two StorageGRID storage systems were installed by SCASICOMP in replication, one in Boulogne Billancourt and one in Nanterre.

“We already had experience with NetApp technology and appreciated its reliability,” explains Pascal Laffut, Technical Director, France Télévision Publicité.

Ridiculously easy data management with Rubrik

To add more value to the new StorageGRID solution, four Rubrik nodes were installed. Full compatibility with FTP’s hybrid cloud and an intuitive GUI made Rubrik a natural choice for FTP. Rubrik’s ease of use and simplified management meant FTP’s IT team could spend less time managing storage and more time doing their real jobs.

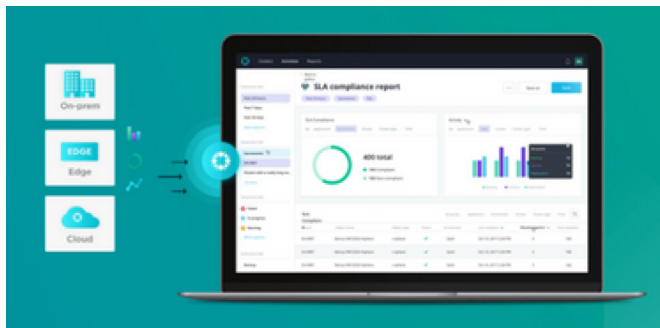
“Rubrik is a great solution that works really well,” said Laffut. “It offers real added value for modernization within data center infrastructures. We are looking to save as much time as possible on a daily basis. We are a lean team where our employees must have multiple functions. We need solutions that don’t require a backup specialist.”

Teamwork for the win

The synergy between NetApp and Rubrik technologies and the recognized know-how of SCASICOMP helped bring the solution together. Being able to rely on a recognized integrator for their technical mastery of the NetApp and Rubrik components of the solution, along with proximity to the integrator's developers and publishers was a major win for FTP.

SCASICOMP's global mastery of data management—including backup, archiving, and storage—gives FTP's small IT team the specialized expertise it needs to support the business. SCASICOMP's knowledge of FTP allows them to respond quickly and effectively to any technical and operational needs. They are a one-stop-shop for all the skills necessary to implement data management projects: consulting, deployment, project management, support, maintenance, and managed services (administration, operation, etc.).

For daily support, FTP subscribes to SCASICOMP's B-Zen managed services. The operation of the infrastructure is carried out by SCASICOMP's Customer Support & Success teams. They operate as an extension of FTP. Communication between SCASICOMP and FTP is fluid at all levels.



"The daily support from SCASICOMP is of great added value because it offers peace of mind," said Laffut. "As I like to say, I never hear about problems."

The ratings are in

FTP's hybrid cloud architecture is reliable, high-performing, and scalable. Its implementation met the deadlines set at the beginning of the project, despite the deployment taking place during lockdown.

"It is rather incredible that such a solution was installed during lockdown, along with the implementation of the B-Zen service with the NetApp and Rubrik solutions," said Laffut. "What a feat!"

This solution significantly reduced expenses and enabled FTP to achieve its budgetary management objective. Thanks to an easy-to-understand architecture, FTP IT teams save time on a daily basis so they can focus on other tasks. In addition, FTP gains peace of mind every day knowing that access to their data is solid. In the future, FTP is looking to leverage usage reporting tools to help better manage their consumption.

Products

- NetApp StorageGRID
- Rubrik software

Learn more about [StorageGRID](#) and NetApp's partnership with [Rubrik](#).



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About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit www.netapp.com



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