



ONSTOR SLASHES COSTS FOR SILVERPOP

Silverpop has chosen the ONStor Bobcat Series NAS Gateway solution for its two data centres. The ONStor product's scalability and stability plus significant space and energy savings were cited by Silverpop as reasons for its choice of the ONStor solution.

"Non-stop content delivery is our business, so downtime is not an option.

Power consumption is a concern, and space is a precious commodity," said Kevin Ahrens, director of production operations, Silverpop.

"We were attracted to the high availability of the Bobcat. The space-saving and consolidation abilities of the product have enabled us to use one-third of the floor space we were using before, plus cut our energy costs. The ONStor solution is

very stable and has reduced our storage operational costs by 80 percent."

The four ONStor Bobcats that were deployed are able to support twice the capacity across Silverpop's storage environment as its previous solution, while accommodating spikes in utilisation without disruption. Furthermore, ONStor's open NAS capability capitalises on Silverpop's existing storage rather than requiring the addition of new storage before the current investments in capacity run out. As Silverpop's storage needs grow, the company will be able to add storage to the ONStor environment from any of their preferred storage vendors, including ONStor.