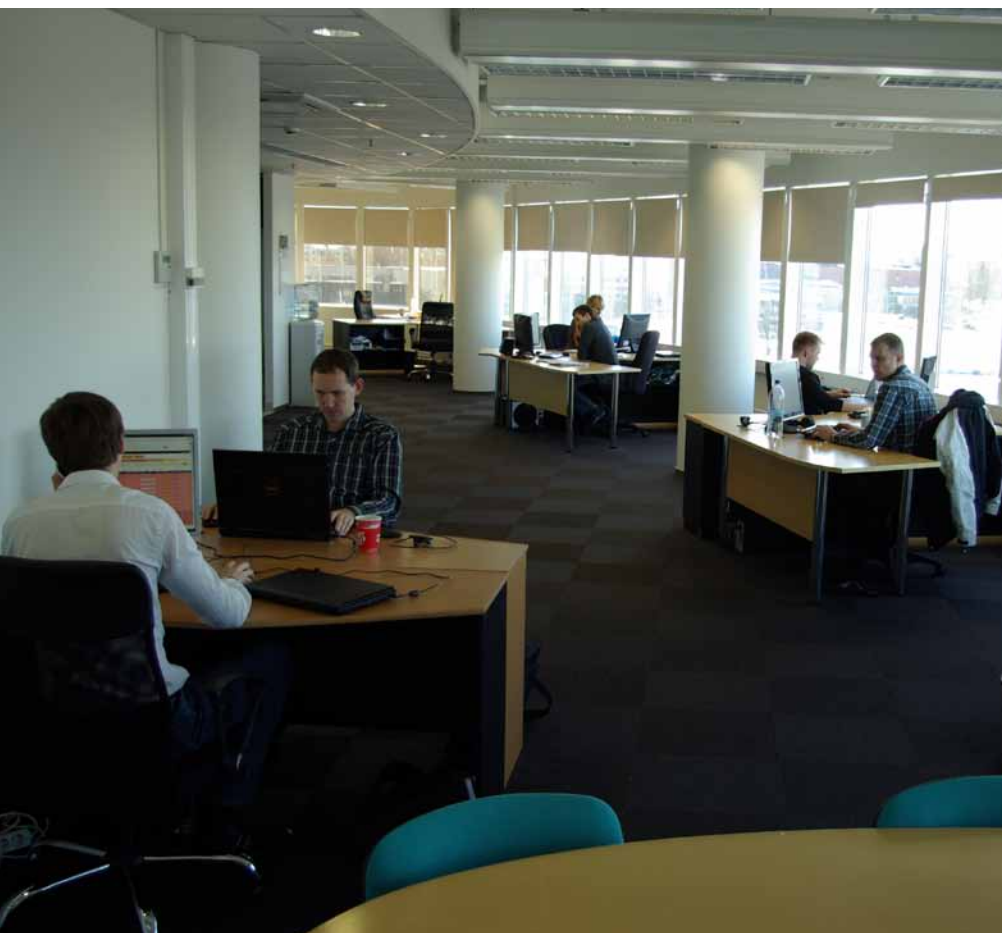




Media firm drives growth through better service

Massmedia gives customers a 40 per cent increase in speed of service and greater availability for video commercials with virtualized storage



Customer profile

massmedia

Company Massmedia
Industry Hosting Solutions
Country Estonia
Employees 25

Business need

To maintain its rate of growth, Massmedia needed a more flexible and scalable storage solution. The company wanted a system that delivered a faster service and reduced management time.

Solution

Massmedia deployed Dell EqualLogic storage, featuring a unified storage solution, and Dell PowerConnect switches. It also chose Dell ProSupport to maximise performance.

Benefits

- Customers experience 40 per cent increase in speed of access
- Clients gain uninterrupted service with scalable storage
- Company pushes innovation with 33 per cent less admin time
- Customer reduces cost with all-inclusive pricing on its storage
- Massmedia maintains rate of expansion with responsive support

Solutions featured

- [Backup and Recovery](#)
- [Desktop Computing](#)
- [Desktop Virtualization](#)
- [Mobile Computing](#)
- [Networking](#)
- [Server](#)
- [Storage](#)
- [Storage Virtualization](#)

“We can provide our clients with greater service because of the performance of our Dell EqualLogic storage and improved indexing. Both storage and software are working better and the service is 40 per cent faster.”

Uku Järg, Chief Executive Officer, Massmedia

Massmedia, headquartered in Tallinn, Estonia, develops software solutions for internet-based marketing. The company, which launched in 2008, is gaining increasing success, particularly in the US, from a range of services around video commercials for car dealerships. Massmedia creates, hosts and serves the commercials – optimising them to boost their rankings with search engines such as Google.

40%

Customers experience 40 per cent increase in speed of access



Clients gain uninterrupted service with scalable storage

The business is growing rapidly, expanding by as much as 50 per cent year-on-year. And this rate of development is expected to increase as the company looks to launch operations in Brazil and take advantage of the country's economic growth. Still, success depends on the IT infrastructure underpinning Massmedia's services. If service can't meet the rate of expansion, new business opportunities could be lost. But data was stored on disks attached to servers and adding extra storage was time consuming, taking days to add just a couple of terabytes. Uku Järg, Chief Executive Officer of Massmedia, says: "With our rate of growth and business plans, the situation couldn't continue. Storage was becoming a huge problem. Customers had to wait a few days for storage to be added for their videos, and commercials could be offline for up to 40 minutes while we completed the work."

Massmedia gains highly scalable storage with all-inclusive pricing to reduce cost

The company began looking at possible storage technologies on the market. It considered solutions from the likes of IBM and HP, but quickly found a solution with Dell EqualLogic storage arrays. Massmedia was a long-standing customer of Dell, having purchased Dell PowerEdge servers as well as Dell OptiPlex desktops and Dell Latitude notebooks. Day to day, it works closely with Dell Partner Max123 in Estonia to meet its requirements. "There were things that separated Dell EqualLogic from the competition," says Järg. "We liked the easy scalability and all-inclusive pricing. The price covered

all the software we needed and future upgrades."

Because Massmedia works mostly with unstructured data, its requirements are different from those of many companies. Beside block-level storage, the company also needed a system that could effectively handle terabytes of data at file level too. Järg says: "We currently hold around 300,000 video commercials, all of which represent unstructured data. We saw that Dell EqualLogic and the Dell Fluid File System enabled us to manage both block and file-level data from a single unified system and one interface."

Business completes deployment on schedule due to great collaboration

Once Massmedia chose Dell EqualLogic, it wasn't long before the storage platform was in place. To ensure the customer received the best infrastructure design possible, Max123 ran the Dell Performance Analysis Collection Kit (DPACK), which assesses an infrastructure's workloads

Technology at work

Services

Dell Support Services
– Dell ProSupport

Hardware

Dell EqualLogic PS6100E and PS4100E storage arrays

Dell EqualLogic FS7500 unified storage solution

Dell PowerConnect 6224 switches

and generates multiple reports, using them to size a customer's storage requirements. Next, an order was placed and the technology was shipped to Max123 for preliminary configuration work. The Massmedia data centre is around 100 kilometres from company headquarters in Tartu and more than a 250 kilometres from another office in Tallinn. The plan was to complete as much of the configuration work as possible before shipping the solution to the data centre, with the final configuration work carried out remotely by Massmedia personnel from the company's headquarters. Järg says: "The whole design and implementation process went smoothly thanks to the work of Max123 and Dell. We avoided any delays and were able to finish within schedule."

Clients see 40 per cent increase in speed of service

The firm is now delivering a better level of service to clients and can maintain a high standard regardless of continued expansion. Today, Massmedia's storage is considerably faster than its previous storage solution. This means that video commercials can be served quicker whenever requests come in from web searches or people click the play button on commercials embedded in a website. Järg says: "The service we provide our clients is enhanced because of the performance of our Dell EqualLogic storage and improved indexing. Both storage and software are working better and the service is 40 per cent faster."

The storage platform consists of one Dell EqualLogic PS6100E array and two Dell EqualLogic PS4100E arrays. The infrastructure is completed by a Dell EqualLogic FS7500 network attached storage solution, which provides the file storage functionality for unstructured data. Both the PS6100E and PS4100E arrays feature near-line Serial Attached SCSI (SAS) drives of

7,200 rpm and 2-terabyte (TB) and 3TB disks. Massmedia has around 80TB of useable storage available, but the system can handle more than 500TB without losing performance.

The increase in speed is partly due to the Dell Fluid File System, which is part of the Dell EqualLogic FS7500 storage solution. It maximises hardware utilisation and eliminates capacity restraints. Järg says: "Regardless of the number of clients or their locations, we have the Dell storage platform to deliver a great level of service. We can drive the business forward and launch an operation in Brazil knowing that it won't lack storage capacity or performance."

Customers gain uninterrupted service with storage scaled in an instant

Clients no longer have to wait days for extra storage, and Massmedia doesn't have to take commercials offline while adding new capacity. This is thanks to the thin-provisioning technology in the Dell EqualLogic storage, which allows Massmedia to provision resources dynamically to meet customer requirements. Järg says: "We can scale our Dell EqualLogic storage in an instant without the need to take anything offline. Our clients receive a much more responsive and reliable service."

The storage is connected to 25 Dell PowerEdge server hosts running around 100 virtual servers, virtualized using Citrix® XenServer®. Besides the video commercials, the storage, which is connected to the servers using Dell PowerConnect 6224 switches, also supports the company's business processes. Järg says: "Our personnel also benefit from the reliability and flexibility of our virtualized Dell storage and server infrastructure. They gain quick access to the data they need to work closely with our clients and drive business growth."



Company pushes innovation with 33 per cent less admin time



Company boosts innovation after cutting management time by 33 per cent

The business can drive software development and bring new services to market faster due to the simplified management of its Dell EqualLogic storage. The IT team now spends significantly less time on administration, freeing staff to provide better support to the software development teams. Järg says: "Massmedia can focus its resources on development because IT administrators have cut management time by around 33 per cent. The hours they save can be used to support the people developing software for new services."

Management is also made simpler by tools such as Dell EqualLogic SAN Headquarters. This feature gives administrators a single tool for performance monitoring, reporting, planning and troubleshooting. Järg says: "We benefit from many of the Dell EqualLogic features that simplify administration while maximising availability." The team also uses the

solution's snapshotting functionality as a backup for its primary replication and backup processes. "We use our old storage system for replication and backups, but we like the snapshotting feature for the extra layer of protection," says Järg.

Business can maintain pace of growth with responsive support

Massmedia is confident it can maintain the performance of its EqualLogic storage with help from Dell ProSupport. Massmedia has many years of success working with Dell ProSupport across its IT environment. Järg says: "The Dell support we receive in Estonia has always been responsive and professional. We have no doubts about the performance of our EqualLogic storage long term because Dell ProSupport is there when we need it and this allows us to continue expanding with confidence."



Customer reduces cost with all-inclusive pricing on its storage

View all Dell case studies at dell.com/casestudies

