

70 petabytes, one cloud backup solution: The Oath story

Oath safeguards cloud-hosted applications using Dell EMC on Amazon Web Services (AWS)

Oath, a Verizon subsidiary comprising the former Yahoo and AOL businesses, is a diverse company of more than 50 media and technology brands engaging more than one billion people worldwide. To increase efficiencies, the former AOL began moving several workloads to the cloud prior to the impending merger. Then, as the newly formed Oath began to grow, the business decided to accelerate IT transformation by migrating more workloads to the cloud from on-premises infrastructure.

“There was a big push to move to the cloud, to gain more flexibility and operational efficiency, and to find technology that was flexible enough for all Oath consumption models globally,” says Daniel Pollack, Chief Storage Architect for Oath. The company decided on Amazon Web Services (AWS) as its cloud technology provider.

The decision to use AWS and Dell EMC

As Oath prepared to move dozens of applications to AWS, the company needed to be sure they'd have the same level of data protection they'd benefited from with their on-premises IT infrastructure. “We have to protect all our internal and customer-facing data, and that means using the best data protection and backup software,” says Pollack.

Before becoming part of Oath, the former AOL organization had used a range of Dell EMC storage solutions and Dell EMC Data Domain for backup, archiving, and disaster recovery. Because the company wanted to build on that environment and add cloud-based data protection, it chose to implement Dell EMC Data Protection Software. “Even though we evaluated other vendors' solutions, we discovered that if we went with the Dell EMC solution, it would be better integrated with the hardware we already have in place,” says Pollack.

Dell EMC Data Protection Software works with AWS to offer comprehensive data protection and seamless support and service for backup and recovery across an entire AWS cloud solution. Oath leveraged Dell EMC to protect a massive AWS solution, running just over 100 accounts with consolidated billing, more than 40,000 Amazon Elastic Cloud Compute (Amazon EC2) instances, and about 70 petabytes of data on Amazon Simple Storage Service (Amazon S3).

They also customized Amazon EC2 with Amazon Elastic Block Store (Amazon EBS) volumes and Amazon S3 buckets to protect a combination of their on-premises and “Lift and Shift” workloads.

Challenge

Safeguard data with effective protection and backup capabilities when moving critical business applications to the cloud.

Solution

Combine AWS flexibility with trusted Dell EMC data protection to create a powerful cloud backup and recovery solution so you can deploy and scale the right-sized cloud data protection no matter where data lives.

Results

Oath cut backup and protection software costs by 67% while enhancing the scale, flexibility, and backup ingest performance of enterprise data protection on AWS.

Cloud data protection without compromise

- Protects critical business data on-premises and on the cloud
- Reduces cost by improving the delivery of traditional and cloud-native applications
- Provides reliable backup for a seamless move to the cloud
- Improves manageability with consolidated oversight of data and service levels
- Increases flexibility to manage costs and meet evolving expectations

The result: With Dell EMC Data Protection Software on AWS, Oath created a cloud-based backup solution to span data protection on-premises, direct to cloud, and workloads on the cloud. The automation, availability, and infrastructure resiliency characteristics of AWS, combined with Dell EMC Data Protection Software, helped Oath enhance speed, scale, and flexibility while gaining powerful enterprise data protection on AWS.

Protecting critical business data on-premises and on the cloud

Oath began using Dell EMC Data Protection Software for Applications and Dell EMC Data Protection Software for Backup, including Dell EMC Data Domain Virtual Edition on AWS, for the company's remote global locations. Using its new data protection software solution, Oath is protecting applications and other workloads both on the cloud and in its three data centers. "We use Dell EMC Data Protection Software to protect structured and unstructured data, SQL Server and NoSQL databases, and office automation tools," states Pollack.

By implementing Dell EMC Data Protection Software on AWS, Oath moved key applications and workloads to the cloud without disrupting business operations. "We were able to move to the cloud seamlessly, with no impact to our end users across the globe, because of the capabilities of Dell EMC Data Protection Software. That made it very easy to follow the direction of the company as far as becoming more cloud-focused," says Pollack.

Reducing software costs by nearly 70 percent

Oath has achieved its goal of reducing data protection software costs by moving to Dell EMC Networker. "We are only paying one-third of what we were paying before for data backup and protection by using Dell EMC," says Pollack. "In addition, we are seeing some operational efficiency gains in terms of managing the data protection and backup environment, so we expect further cost reductions."

Improving manageability and flexibility

The company can now more effectively manage remote data backup jobs. "Previously, we had a lot of backup appliances in random locations throughout the world. But since we moved to a cloud-based solution using Dell EMC Data Domain Virtual Edition on AWS, we can manage backup processes more efficiently," Pollack says.



About Dell EMC Data Protection Software

Dell EMC Data Protection Software simplifies data protection choices, making it easier than ever for you to access replication, backup, and archive solutions to fit your specific needs. Built on industry-leading software solutions, the Dell EMC Data Protection Software provides simple, flexible, comprehensive data protection.

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Daniel Pollack
Chief Storage Architect, Oath

Ongoing protection with Dell EMC and AWS

Dell EMC's unique cloud-optimized data protection architecture enables Oath and its customers to have the same experience regardless of whether the data is on-premises or in AWS. Oath enjoys enterprise protection for its most valuable workloads and the ability to:

- Manage multiple internal applications of massive structured and unstructured data loads.
- Deploy and scale custom cloud data protection for integration into virtually any IT infrastructure.
- Leverage Dell EMC and AWS's large infrastructure and buy scenario to reduce data backup and protection costs by up to 67% *
- Reduce storage and associated costs by up to 70.8% with Dell EMC's efficient use of Amazon S3. *
- Improve bandwidth efficiency between Amazon EC2 and Amazon S3.
- Shrink storage requirements using Dell EMC deduplication technology.
- Employ the global flexibility and scalability of remote backups in an AWS-protected cloud solution.

These features provide Oath with the flexibility it needs to respond quickly to business demands. "We have more agility and flexibility by being on the cloud," says Pollack, "so we can quickly launch short-term solutions while maintaining service levels when we need to do so."

* [Economic Value of In-cloud data protection with Dell EMC Data Protection Software](#)



ABOUT DELL EMC

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT through the creation of a hybrid environment and transform their business through the creation of cloud-native applications and big data solutions. Dell EMC services customers across 180 countries—including 98 percent of the Fortune 500—with a comprehensive and innovative portfolio from edge to core to cloud. Learn more about [Dell EMC on AWS](#).