EMC²

GLOBAL ACCESS

Elastic Cloud Storage Opens Door to New Services and Global Markets for German Service Provider

ESSENTIALS

Industry

Cloud services

Organization Size

20 employees

Business Challenge

- Clients demanding more scalable storage for expanding application requirements

- Traditional block storage too costly and difficult to manage across data centers

Results

- Strengthened competitive advantage with lower price per gigabyte

- Improved scalability to easily handle 1, 5, or 10 petabytes

- Opened new opportunities for differentiated cloud services on a global scale

- Simplified storage management, saving time and money

Solutions

- EMC Elastic Cloud Storage

- EMC ViPR Controller

- VMware vSphere

- Numerous client applications built on Microsoft and other operating environments

CLOUD-SCALE STORAGE PROVES KEY TO BUSINESS GROWTH

Global Access is a company living up to its name. Already a leading cloud services provider in Germany, Global Access is well positioned to expand internationally with an agile cloud infrastructure running on software-defined storage.

Like many service providers, Global Access started out offering traditional data center services, but it quickly saw the future in the cloud. The company ran into limitations when building out its cloud on traditional block storage. Some client Microsoft Windows applications were so large that Global Access needed to operate them across two data centers in perfect synchronization. In those situations, traditional storage became too costly and difficult to manage. Global Access also received feedback from clients asking for more scalable storage solutions.

In response, the company evaluated options for delivering more efficient and agile storage services. Ultimately, Global Access selected EMC® Elastic Cloud Storage (ECS™) because it is a complete software-defined object storage solution that provides unprecedented manageability and cost efficiency for cloud environments.

Daniel Lehmann, Global Access key account manager, recalls, "We were looking to quickly expand our service offerings, but just as importantly we needed to provide a competitive price per gigabyte. ECS was the best solution for us to deliver value today and grow in the future."

With ECS, Global Access has the agility and scalability to offer a growing portfolio of cloud services, including infrastructure as a service, storage as a service, and backup as a service. ECS enables the company to offer a lower price per gigabyte than traditional storage while expanding client environments to 1, 5, or 10 petabytes with ease.

In addition, Global Access expects to save substantial time and money managing ECS and its multivendor storage by deploying EMC ViPR® Controller.

ENVIRONMENT

Global Access deployed ECS in a multisite, active-active configuration across its two production data centers in Munich. The cloud infrastructure is virtualized with VMware vSphere.

In addition, the company plans to deploy ViPR Controller storage automation software. ViPR Controller will simplify the management of ECS and other storage environments at Global Access, including EMC VNX® unified storage and NetApp, which support a variety of legacy customer solutions.

GROW TO 10 PETABYTES—NO PROBLEM

With ECS, Global Access gained all the advantages of software-defined object storage, including up to 65 percent lower total cost of ownership compared to public clouds. This allows the company to offer a competitive price per gigabyte while scaling to larger overall workloads in an easy-to-manage and secure multitenant environment. In fact, the design of the ECS architecture reduces storage costs as the ECS deployment grows.

"Not only can we offer a lower storage price for our clients, but we can grow from 1 to 5 or 10 petabytes with no problem," Lehmann says.

"Since ECS is completely integrated across multiple locations," he continues, "we don't worry about applications that need to span more than one data center. We don't even need to look at if ECS is working since everything is so automated."

VALUE INCREASING OVER TIME

Lehmann expects additional benefits from ECS as Global Access continues to grow and expand the breadth of its cloud services.

"We see opportunities to offer specialized storage services on ECS that are faster, more scalable, or otherwise differentiated from our competition," he notes. "We also are considering deploying ECS in the U.S. or Asia while maintaining control here in Germany. There are many possibilities we are considering for the future."

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Daniel Lehmann, Key Account Manager, Global Access

STORAGE AUTOMATION SAVES TIME AND MONEY

When fully deployed, ViPR Controller will enable ECS to automate many storage management tasks, such as storage provisioning and reclamation on ECS, as well as its other storage. With 13 different storage environments to manage, ViPR Controller provides a single vantage point to pool resources for delivering storage as a service and improving operational efficiency across the multivendor environment.

"ViPR Controller will provide the brains for centralized management, and it won't matter where the storage systems are located," Lehmann notes. "We found no other vendor with anything like ViPR Controller."

He continues, "It will save us a significant amount of time and money because we won't have to train a lot of people on different storage systems. Instead, we'll have one solution to manage all our storage."

PARTNERSHIP FOR THE FUTURE

Global Access has built a thriving partnership with EMC that provides mutual benefits to both companies.

For example, while Global Access buys EMC products to enable its cloud services, EMC's reputation as a leading enterprise storage and software vendor helps the company sell services running on ECS to large accounts.

"Our relationship with EMC far surpasses anything we have found with other vendors," says Lehmann. "The combination of the right technology and strong partnership is the best thing for us as a service provider."

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