

## Nominee: SoftNAS

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### Nomination title: High Performance Business Continuity in the Cloud

There is no compromise for the safety of business-critical data in the cloud. SoftNAS, the #1 best-selling NAS in the cloud, has accelerated to the top-selling position for software-defined storage products in the storage and back-up category on Amazon Web Services, the leading cloud platform provider. AWS has become the de facto industry standard for Infrastructure as a Service (IaaS), which has radically changed IT related processes by allowing customers to run almost any application in cloud, and providing flexibility by offering quick and easy allocation of new virtual machines.

The reason SoftNAS Cloud for AWS has been successful includes a number of non-negotiable customer needs. Primarily, SoftNAS is a powerful, full-featured NAS filer, but it offers non-stop storage and delivers 99.999% availability when deployed. SoftNAS provides a frictionless experience™, is easy to try, buy and use. SoftNAS is an agile storage software which means it is available on-demand, wherever and whenever needed while providing security since it is the most secure storage software on AWS. SoftNAS performance and capacity is tuned to maximize IOPS and data throughput while on an open architecture meaning data isn't locked in because it is built on open source industry standards.

Network Attached Storage (NAS) software packages are widely deployed by IT in traditional data center environments, and increasingly, NAS software is being used for business-critical applications and data management in the AWS cloud. Running an NAS on Amazon Elastic Cloud Compute (Amazon EC2) is a great scenario for users whose applications require the unique benefits of NAS storage software optimized for high-performance and high levels of data protection. With just a few clicks, the SoftNAS Cloud AMI can be launched and operational within an AWS account.

To date, SoftNAS has gained the #1 position (from #79) on the AWS Marketplace in less than 12 months, achieving this milestone in 2014. In addition, the SoftNAS customer base has grown to more than 450 customers and includes marquis businesses such as TheStreet.com and Atypon Systems along with additional customers shown on softnas.com. SoftNAS improves the AWS experience by resolving some of the common issues AWS users might experience when running business-critical applications that require data sharing.

#### SoftNAS and The Street

After suffering numerous outages and business impacts due to shortcomings of clustered file systems, The Street now has a commercial-grade NAS storage and disaster recovery solution in place for their AWS-based IT infrastructure. Applications like Oracle, custom Java, video

streaming, Drupal and other line of business applications are now running fast and reliably. In addition, near real-time block replication to a different availability zone provides the disaster recovery and redundancy required.

When the decision was made to move out of its own data center, where the traditional EMC appliance was no longer available, IT needed a new solution. The Street selected a popular clustered file system to deploy on Amazon EC2. In practice, the promise of the “scale out” clustered file system architectures just did not actually work as expected. The Street began with three EC2 instances running the clustered file system. Within weeks, they were down to one instance, due to “split-brain” issues, where the different instances would get out of sync with each other, then self-healing didn’t work. This situation in turn would eventually take the Apache webservers down and then everything went offline. Worse yet, since it was using community supported software and “when something breaks, nobody cares...,” made support a major issue. Because The Street has millions of files, file replication wasn’t able to keep up – it just chugged along trying to compare and replicate all the files, and was unable to finish.

“Unfortunately, first we chose a clustered file system – a horrible mistake... Nothing but disastrous issues. SoftNAS does everything we need,” said Chris Mays IT Consultant The Street.

Using SoftNAS, block replication does scale to handle millions of files. Once per minute, snapshots pick up the data blocks that changed during the last minute, then replication sends the changed data blocks. Scheduled file system snapshots were also configured to provide several weeks of recovery points, plus hourly snapshots, to quickly recover any corruption or other potential data integrity issues from lost or deleted files. TheStreet.com and the company’s other websites and applications are now fully operational in the AWS cloud using SoftNAS.

#### SoftNAS and Atypon Systems

As one of the top Software as a Service content delivery providers, Atypon helps publishers and media organizations compete in the business world. Atypon’s ePublishing platform, Literatum, supports publishers with key features such as advanced search and information discovery, reporting and advertising. With RightSuite, Atypon’s access and e-commerce solution, publishers and media organizations can monetize their content and optimize revenue streams. After trying multiple storage solutions, including their own home-built NFS server, Atypon Systems now uses SoftNAS to handle its data recovery (DR) solution.

The company serves close to a hundred customers, mainly in the scientific publishing sector and therefore handles a large amount of data in their storage servers. Atypon has an on-site data center in California, but recently took interest in increasing its presence in the cloud. Before finding SoftNAS, Atypon tried several other solutions such as Amazon S3 and Gluster

FS, but the existing solutions came with limitations and didn't meet Atypon's standards. With Amazon S3, the write speeds were too slow and Gluster FS was unable to scale up effectively to the hundreds of millions of files Atypon has.

With SoftNAS SnapReplicate™, Atypon can use block replication to quickly configure a complete replication and disaster recovery solution within minutes without having to worry about slow write speeds. "[SoftNAS] allows us to operate in the Amazon Cloud in the same way we're operating in our data center. It made the migration that much smoother....[The SoftNAS team] is number one. It is not only knowledgeable, but very inventive," commented Constantinos Karantzas, Atypon's VP of Cloud Engineering. "The web-based interface is simple yet powerful and includes the full spectrum of advanced capabilities that storage experts expect."

### **Why nominee should win**

SoftNAS offers simply powerful™, non-stop storage and delivers 99.999% availability providing a frictionless experience™ and is performance-tuned to maximize IOPS and data throughput.

SoftNAS is agile storage software, is the most secure storage software on AWS, and leverages open architecture.

Has the #1 position in the AWS Marketplace for storage software (up from #79).

Offers the No Downtime Guarantee, which provides a 99.999% uptime SLA for SoftNAS Cloud software and storage services, when operated with production workloads under SoftNAS best practices—or we will refund one month of SoftNAS service fees.