Western Digital.

Acronis Lowers Costs and Simplifies Management of Global Storage Infrastructure

Leading Cloud Backup Provider Standardizes on Western Digital Ultrastar® Storage

Acronis | **DIAWAY**
Any Data Solutions

Challenge

Data protection has become a top priority for every business, and more organizations are looking to cloud providers like Acronis for help. Since 2003, Acronis has provided cyber protection solutions to individuals, businesses and service providers in 150 countries. Today, more than five million consumers and 500,000 businesses, including 80 percent of Fortune 1000 companies, trust Acronis solutions.

To keep pace with constantly growing capacity demands, Acronis needs to keep storage costs as low as possible. But operating a vast storage infrastructure, which spans 14 data centers around the globe, was becoming increasingly complex and expensive to manage. Relying on storage solutions from multiple vendors, each of which used separate interfaces and support organizations, exacerbated the problem. Additionally, Acronis needed to continue delivering rock-solid reliability as it added capacity over time. As a company whose business is built on providing reliable cybersecurity and data protection, Acronis could not afford to sacrifice quality to lower costs.
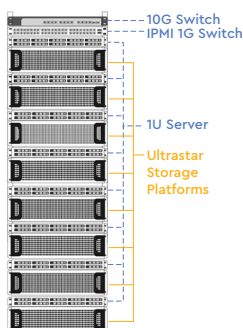
Solution

To address these challenges and build a foundation for its next phase of growth, Acronis sought to standardize its global storage infrastructure on solutions from a single vendor. The company turned to longtime technology partner, DIAWAY OÜ, for assistance. DIAWAY experts designed a scalable architecture that could be deployed globally, and then constructed an exhaustive financial model to forecast its capital and operational expenses over the next five years. As part of this process, DIAWAY compared offerings from several leading storage vendors. The only vendor that could efficiently and cost effectively meet Acronis' long-term expansion plans was Western Digital with its Ultrastar Data60 and Data102 storage platforms.

"We make every effort to provide our customers with great products and services, and we work just as hard to make sure they are selecting the most appropriate solutions that fit their needs," said Alexander

Ragel, managing partner, DIAWAY OÜ. "Western Digital is committed to providing modular and efficient platforms that we use when architecting multi-petabyte style environments for our customers. We believe that Western Digital is a perfect match."
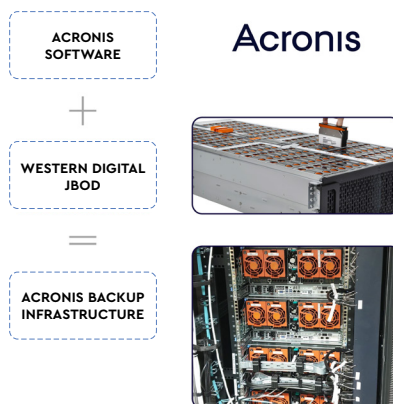
Ultrastar Data60 and Data102 are high-density, high-capacity 12Gb/s SAS interface storage arrays that can be configured with up to 60 or 102 (respectively) hard disk drives (HDDs) in compact, 4U form factors. While competing solutions were often too large or too small to fit optimally in Acronis' existing facilities, the Ultrastar platform was a perfect match. Additionally, it allows Acronis to deploy more drives with greater capacity per standard rack, without having to incur additional costs for strengthened floors or deeper racks, as would be necessary with competing solutions.
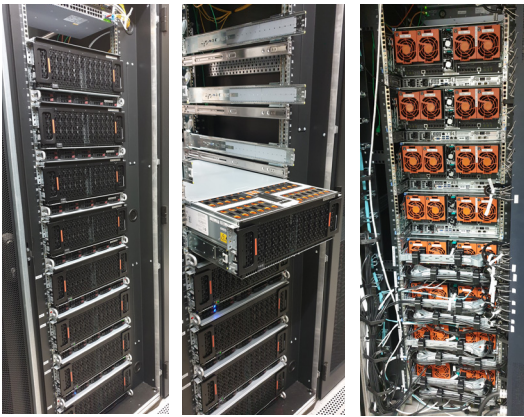
Typical Rack by DIAWAY

- 10G Switch
- IPMI 1G Switch
- 1U Server
- Ultrastar Storage Platforms

DIAWAY.EU

Western Digital. + Acronis

- ACRONIS SOFTWARE
- +
- WESTERN DIGITAL JBOD
- =
- ACRONIS BACKUP INFRASTRUCTURE

Acronis

Due to Western Digital's unique silicon to systems design, Ultrastar platforms provide the long-term reliability that Acronis' customers demand. They include innovative features like IsoVibe™ vibration isolation technology to help deliver more consistent performance under heavy workloads, and ArcticFlow™ thermal zone cooling technology, which allows the drives to operate at lower temperatures than other systems.

"With DIAWAY, we have an integrator that truly understands our needs, and with Western Digital, we're getting a storage solution that we can trust, with a TCO that other storage vendors could not reach. Standardizing on Ultrastar platforms for our global storage infrastructure was an easy decision to make."

Alex Beyk
Director of Global Technical Operations, Acronis

Working closely with Western Digital, DIAWAY was able to deploy the new architecture very quickly—just weeks from design to delivery. Acronis' infrastructure teams immediately benefited from the improved reliability, ease of management and lower operational costs. The senior management team has been so impressed with the solution that they designated the Ultrastar-based architecture as the default model for all future capacity expansion for the company worldwide.

Benefits

Today, Acronis has completed phase one of its planned overhaul, upgrading most of its worldwide storage infrastructure with Western Digital Ultrastar platforms. Its global environment now totals more than 220 petabytes of capacity, with more capacity added regularly.

By partnering with Western Digital, Acronis has realized the following benefits:

- **Reduced total cost of ownership (TCO):** According to DIAWAY's analysis, over the next five years the Western Digital solution will substantially reduce Acronis' storage costs, including both capital expenditures and operating costs for power, colocation, and maintenance. In all, the analysis shows the Ultrastar platform will deliver more than 25% lower cost per terabyte than competing solutions.

- **Simplified operations:** By standardizing on Western Digital Ultrastar platforms at data centers worldwide, Acronis is making its vast storage infrastructure much easier to manage. Today, infrastructure and storage teams use the same processes and tools everywhere, and contact the same expert Western Digital team if they need support. Having a standardized global storage architecture has also made capacity planning much easier and more predictable.

- **Improved long-term reliability:** With Ultrastar storage, Acronis benefits from Western Digital's rich history of innovation to provide rock-solid reliability at scale and under demanding performance requirements. In addition to Ultrastar innovative vibration isolation and cooling capabilities, its power supply units, IO modules and fans are all redundant and hot-swappable. The Ultrastar platforms are protected by Western Digital's five-year limited warranty. As Acronis' requirements for storage performance, capacity, and density continue to grow, its leadership team know they can expand with confidence thanks to Western Digital.

Alex Beyk, Director of Global Technical Operations at Acronis, said, "As a company, our growth depends on our ability to offer customers efficient and reliable cyber protection solutions at an affordable price. With DIAWAY, we have an integrator that truly understands our needs, and with Western Digital, we're getting a storage solution that we can trust, with a TCO that other storage vendors could not reach. Standardizing on Ultrastar platforms for our global storage infrastructure was an easy decision to make."

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