



BLUEARC ACCELERATES REAL-TIME ON-DEMAND INTERNET SERVICES

Great Internet Service companies are made through ingenuity, creative content, and the ability to recognize and respond to rapidly changing customer demand. Lightning fast storage is the accelerator. Nonstop customer service is vital. BlueArc is there to help you serve formidable and profitable spikes in demand – all while handling billions of files and multiple petabytes.

- **INCREASE** the number of simultaneous user accesses & connections
- **IMPROVE** total throughput to better handle bandwidth-intensive applications and rapid growth in services
- **INCREASE** flexibility to meet unpredictable spikes in demand and reduce service outages
- **SEAMLESSLY** scale capacity to multiple petabytes and billions of files
- **SIMPLIFY** storage management and reduce provisioning times
- **CONSOLIDATE** infrastructure and reduce floor space requirements

“We move terabytes of data through the BlueArc every single day. Users want the best experience they can possibly have, and the way to get the best experience is to have the most available data to the customer.”

- Burzin Engineer,
Sr. Director of Infrastructure Services,
Shopzilla

The world’s leading Internet Services companies know the keys to business growth revolve around ways to increase their customer base, improve user experience and expand the quality and quantity of service offerings. Faced with unpredictable spikes in service and sudden increases in user or application load, these companies look at innovative new technology to help them better manage such fluctuations and eliminate outages. Internet Services companies that are able to apply the right technology to the task have been able to differentiate themselves in the crowded market by delivering a level of service excellence that exceeds customer expectation.

As the foundation for storage infrastructure, BlueArc offers industry-leading performance whether usage is growing smoothly or rapidly changing. High growth operations managing exploding data requirements appreciate the flexibility to expand BlueArc storage systems up to 4 PB under a single namespace while maintaining performance and reliability. This reduces the mounting support and software costs that result from propagation of storage units—not to mention data migration and floor space savings. BlueArc meets or exceeds Internet Service performance requirements in all three critical areas: total system data capacity, simultaneous accesses by users, and management of billions of files.

Based on a uniquely modular architecture, BlueArc systems are designed to ensure that deployment or upgrade is as easy and affordable as possible. With features like Intelligent Tiered Storage that allow mixing high-performance, ‘active file’ disk drives with lower-cost, ‘archival’ disk drives in the same self-contained unit, BlueArc storage offers the assurance of a low-cost, all-in-one solution. And, when rapid growth in services prompts the need to quickly expand storage or increase performance, BlueArc offers simple, modular upgrades that require no expensive ‘fork-lift’ replacements.

CASE STUDY

WebTrends

Introduction

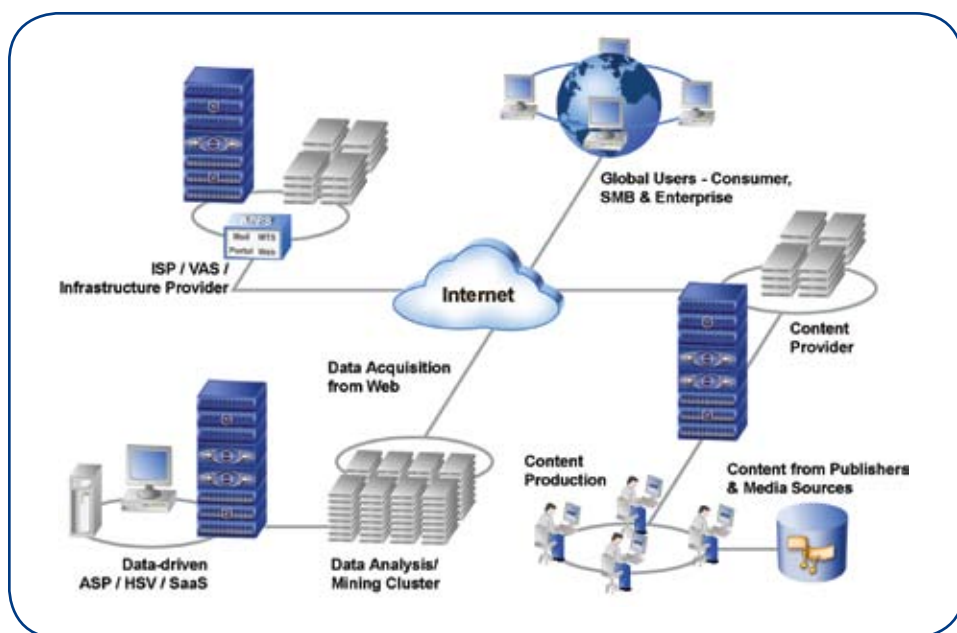
From campaign performance and search engine marketing, to web site conversion and customer retention data, WebTrends provides marketers a complete solution to accelerate their web results. Thousands of organizations worldwide, including more than half of the Fortune and Global 500 companies, rely on WebTrends every day to measure and optimize their results.

Problem

WebTrends' hosted offering, WebTrends On Demand, had rapidly attracted thousands of enterprise customers who rely on the service for real-time around the clock tracking of their Web site statistics, trends and visitor behavior. As the popularity of the service increased, WebTrends' infrastructure team evaluated the increasing capacity and high performance requirements. It rapidly became clear that adding servers with direct attached storage would not be the most cost-effective solution to support future business growth – as these servers tended to reach performance capacity even while total storage capacity had not reached its limits.

Solution

BlueArc's Titan enables WebTrends to support their leading enterprise customer roster worldwide with a scalable, redundant storage infrastructure, handling file storage and hundreds of simultaneous user requests without impacting performance. In the first few months of installation, WebTrends consolidated more than a dozen direct attached servers to its redundant Titan infrastructure, and is planning the consolidation of even more servers, massively reducing costs and management overhead for the company's technology infrastructure.



Architecture Overview

BlueArc storage solutions: optimized for stability and high data throughput.

Using BlueArc's Titan, today's Internet Service providers are able to eliminate the need to distribute data across a large number of systems in order to handle simultaneous user load and capacity requirements. They can also eliminate storage constraints and remove the need for specialized infrastructures. Leveraging BlueArc's unique hardware architecture, companies are enjoying greater improvement in user performance and reduced service outages. When faced with large data sets or billions of files and directories, the Titan comes through with no performance degradation and no reduction in access times for users or applications. Instead of requiring the use of multiple systems to balance the load, Titan's unified, patented architecture seamlessly handles rapid growth in demand and greatly simplifies data management.

BlueArc systems are battle-tested in the most stringent real-world settings. And with in-house expertise in Internet applications and web analytics, BlueArc offers profes-

sional service and support teams dedicated to improving storage infrastructures for growing Internet businesses. From hosted service vendors to online analytics firms to content delivery providers, Internet service firms enjoy higher service reliability, smoother growth, improved service performance, and lower costs by deploying BlueArc.

Solutions that streamline access to services and help contain infrastructure costs.

Titan, built upon BlueArc's patented hardware-accelerated architecture, delivers the most flexible, high performance, highly scalable, network storage solution available today. By maximizing data access and user loads with extremely low latency, Titan ensures customers can handle dramatic increases in the number of simultaneous access connections. In addition, Titan's enterprise-class management tools provide the assurance that customers will always have on-going file access. The end result ensures excellent customer service and the ability to scale quickly up to multiple petabytes and billions of files – all in a single, consolidated system.

CUSTOMER HIGHLIGHT



Shopzilla is one of the world's leading Web-based comparison shopping services. The company's mission is to enable shoppers to quickly and easily find, compare and buy anything - sold by virtually anyone - anywhere. Each month, Shopzilla connects tens of millions of consumers with tens of thousands of stores serving tens of millions of products. Shopzilla also operates the BizRate consumer feedback network that collects millions of consumer reviews of stores and products each year.

- Linear scale of performance and capacity speeds time to market
- Multi-tenancy deployment supports both production and protection operations
- Ease of administration, monitoring, reporting and expansion.



Titan

BlueArc Titan Storage

- Hardware accelerated file system
- 20 Gbps of aggregate throughput and 200,000 IOPs per node
- Bladed modular architecture
- Supports NFS, CIFS, iSCSI and NDMP
- Scalable up to 4 PB of storage under a single namespace
- Tiered Fibre Channel and SATA storage
- Virtual Volumes with Parallel RAID Striping

Intelligent Tiered Storage enables a more cost effective content storage solution.

Titan is built to address a variety of storage needs and budgets. Some Internet Service environments call for maximum performance, while others may require lower performance at lower cost. Unlike traditional solutions that require a separate storage server to address each need, BlueArc's unique Intelligent Tiered Storage design supports any combination of fast Solid State and Fibre Channel or lower cost SATA drives behind a single Titan. This allows Internet Service companies to drive down the cost of deploying and maintaining separate storage, without reducing the customer experience. BlueArc's approach to tiered storage reduces the cost and complexity associated with matching different disk technology to each unique Internet Services package or application. This all-in-one design allows administrators to match application performance needs, storage capacity or costs on Titan without deploying additional storage systems and while driving down maintenance, hardware and software costs.

Internet Services create value by providing the information, services and solutions that customers need by enabling the practical application of today's technologies online. Internet Service firms face a formidable environment of data explosion, rapid growth in users, expanding customer expectation, and often dizzying spikes in demand. In this environment, a storage system that limits growth in user base, content capacity, or responsiveness to surges in demand is a bottleneck to your growth. BlueArc storage eliminates that bottleneck by delivering fast, integrated storage that cuts costs, eases growth, and fortifies your business.

Internet Services are constantly growing, BlueArc's innovative modular storage solution scales with your business.

In today's production environments, as new server and networking technologies are deployed, storage systems must be upgraded to meet the growing demands of the customer base and increased content. To scale capacity and performance, most storage requires an expensive, 'forklift' upgrade. BlueArc's Titan eliminates these painful hardware replacement costs, by delivering a more scalable and modular solution with maximum flexibility that allows Internet Services companies to upgrade server modules and capacity without replacing the entire system. In fact, with Titan's ability to scale to up to 4 PB under a single namespace, it will continue to grow as more content is created and the customer base increases.

BlueArc Corporation
 Corporate Headquarters
 50 Rio Robles Drive
 San Jose, CA 95134
 t 408 576 6600
 f 408 576 6601
 www.bluearc.com

BlueArc UK Ltd.
 European Headquarters
 Queensgate House
 Cookham Road
 Bracknell RG12 1RB, United Kingdom
 t +44 (0) 1344 408 200
 f +44 (0) 1344 408 202

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