

Deploy an integrated backup solution to lower hardware costs by 53%



The customer's challenge

CenturyLink wanted to optimize its daily backup of 1.5 petabytes in 52 data centers worldwide. It had been using Veritas NetBackup software with NetApp FAS3250 storage systems as targets.

The new integrated backup solution would have to be installed globally in 52 data centers. CenturyLink had engineers in each data center who would have to learn how to manage, troubleshoot, and tune a new solution. A smooth and consistent deployment would ensure that the solution was optimized from the start as well. Finally, CenturyLink wanted to shorten time to market and expand backup capacity fast, upon customer request.

How DataEndure helped

DataEndure proposed using Veritas NetBackup 5230 appliances and was competing with proposals from other deduplication storage vendors. NetBackup appliances combine integrated software, media servers, deduplication, storage, and networking into a single unit. This offers a major cost advantage over deduplication storage systems from vendors like Data Domain or Quantum.

These systems, like the one CenturyLink was using originally, require a separate media server with its own hardware for every 64 terabytes of deduplication pool that a customer needs. As a result, a 750-terabyte system would need 11 media servers. CenturyLink saw the significant hardware costs that could be avoided with DataEndure's proposal. DataEndure also proposed and launched three initiatives to ensure a successful rollout across the globe.

CHALLENGE

Optimize the backup of 1.5 petabytes of data in 52 data centers around the world and successfully roll out the solution globally.

APPROACH

Replace a deduplication storage system with NetBackup appliances that combine the necessary components in one solution. Launch three initiatives to develop workforce skills, make deployment smooth and consistent, and shorten time to market.

BENEFITS

- Lower hardware costs
- A successful global rollout across 52 data centers
- Shortened time to market

How did the customer benefit?

With each NetBackup appliance deployed, CenturyLink paid 53% less in media server and switch costs than it would by deploying a storage array. By the end of 2014, CenturyLink had deployed 50 appliances in 10 data centers, saving \$5M total. The rollout is continuing to all 52 of CenturyLink's data centers with projected savings in the tens of millions of dollars upon completion.

DataEndure also proposed and launched three initiatives to help make the global rollout of NetBackup appliances successful. DataEndure helped train the engineers in 52 data centers so they are able to manage the new solution. To standardize the process across all data centers, DataEndure developed a run book that turns configuration into a simple eight-step process and ensures a smooth deployment. Finally, DataEndure arranged for a just-in-time inventory of NetBackup appliances, preconfigured for CenturyLink's standards. This inventory is on the ground in key regions to reduce response time from three weeks to 3-5 days.

53% lower hardware costs

\$5M saved in 2014 with tens of millions projected in savings for the full rollout



Fully trained workforce and standardized deployment process



Reduced response time from three weeks to three to five days

CAPEX comparison between storage arrays and NetBackup appliances

This figure shows the breakdown of the \$100,000 CAPEX cost avoidance per appliance. DataEndure projects an additional 4% to 6% OPEX reduction as the NetBackup appliance saves hardware management staff time as well.

Using Storage Array as a Backup Target	ESTIMATED COST	USABLE	REQUIRED FOR FULL DEPLOYMENT 75TB	
Standard array installed	\$130,000	75TB on 3 shelves		\$130,000
Backbone switch port cost	\$1,710	per port	16 ports minimum	\$20,520
Network 10Gb port cost	\$1,187	per port	8 connections	\$18,992
Server cost	\$10,000	per server	2 servers required	\$20,000
Power drops for servers	\$500		4	\$2,000
TOTAL				\$191,512
Veritas NetBackup Appliance Deployment				
NetBackup appliance	\$70,667	76TB		\$70,667
Backbone switch port cost	\$1,710		8 ports minimum	\$10,260
Network 10Gb port cost	\$1,187		8 connections	\$9,496
Server cost	\$10,000		No servers required	\$0
Power drops for servers				\$0
TOTAL				\$90,423

How can you experience the same benefits?

If you're interested in what DataEndure can do for you, give us a call at **1-800-969-4268** and see how our relationships with the right vendors and knowledge of cutting-edge technology can help you meet your goals and more.

DataEndure helps companies build digital resilience so that their critical information assets are protected and available to the right people, at the right time. We take a holistic approach in architecting and delivering a data management and protection strategy designed to simplify enterprise environments and accomplish specific customer goals.

