Leading Global Advertising Agency Migrates Several PBs of Data to Microsoft Azure Seamlessly with Tiger Bridge

When TwinStrata announced that their CloudArray was reaching its EOL (end of life), one of the world's largest advertising agencies took a closer look at how they had been utilizing their cloud storage infrastructure and managing their data assets in AWS spread over 70 file servers.

In addition to the high costs and having their data vendor-locked, they were also unable to use archive tiers and adopt collaborative workflows. The challenges they were facing served as proof that although cloud services are the future, the key in predetermining the success of any cloud migration process lies in designing a future-proof storage infrastructure.

Using Tiger Bridge, Tiger Technology's data management software solution, our partner Support Partners enabled the customer to not only dive into the migration process to Microsoft Azure without any disruptions to their current workflows, reduce the number of on-premises servers, allow much faster access (10 times faster file transfer), adopt collaborative workflows with clear insights using data Analytics, but also optimize their storage costs by utilizing all Azure tiers, including Azure Archive and reduce their on-premises infrastructure to a minimum.

The Challenges

When your data is always growing, and interrupting existing workflows is not an option, the decision to migrate petabytes of data spread across over 70 file servers does not come easy. Managing data efficiently and optimizing storage costs continuously, however, should be at the core of any data management strategy.

- Appliance TwinStrata announced that their product was reaching its EOL (end of life) at the end of 2021.
- All of the company's assets were stored in an AWS standard access tier without the ability to archive to a lower-cost tier.
- The need to increase the speed of existing workflows by 10 times.
- The TwinStrata appliance proved to be too slow for the business, requiring their local offices to have large cache drives to manage their content.
- TwinStrata stores data in a proprietary format, preventing the customer from benefiting from cloud services that would enable them to analyze, monitor, and protect their assets.

Our Solution

Tiger Bridge is a software solution designed to address customers' cloud transformation challenges by offering a simple, future-proof, affordable, non-disruptive and vendor lock-in-free solution.
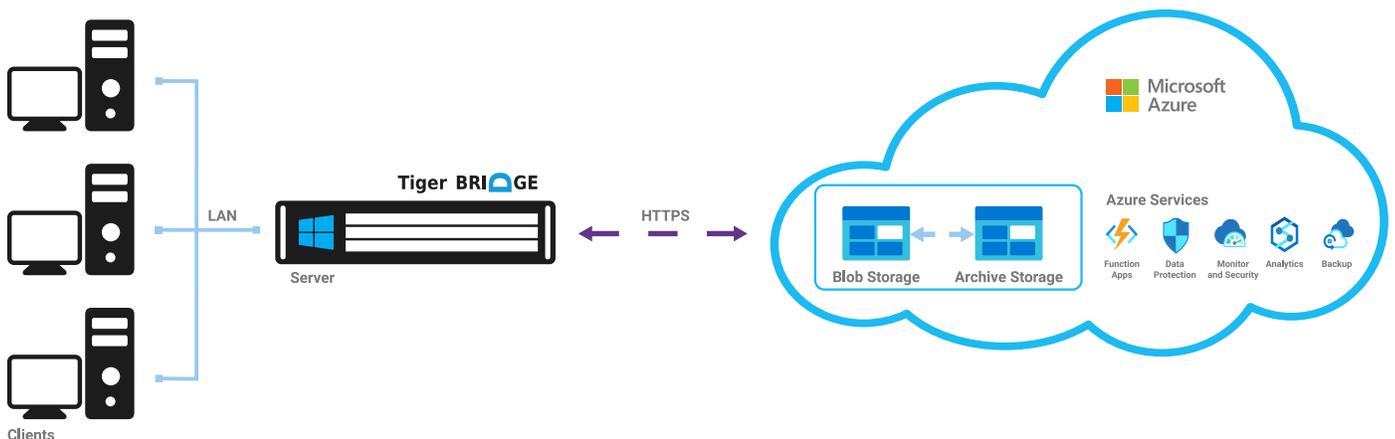
Tiger Bridge seamlessly blends local and Azure cloud storage and services, enabling intelligent cloud workflows and providing data protection using CDP (Continuous Data Protection).

Why Tiger Bridge?

- Proven track record in helping companies build intelligent hybrid cloud workflows with Microsoft Azure

- Verified Microsoft backup, archive & disaster recovery partner and primary & secondary storage partner

- Short & long-term cost savings for the company

- Benefits of building future-proof hybrid workflows

- Exceptional DR (Disaster Recovery) and CDP (Continuous Data Protection) with versioning, snapshots and undelete capabilities and real-time monitoring and alerting of the Tiger Bridge and Microsoft infrastructure

- Enhances existing workflows, enables multi-site sync collaboration with file-locking, and VDI for remote workers directly in Azure
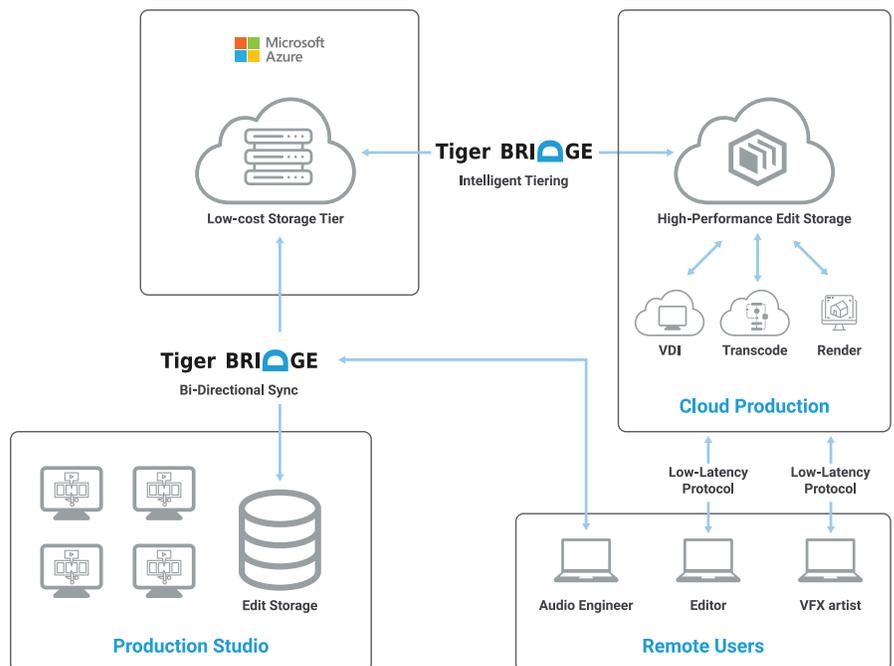
The Migration

- Several petabytes of data moved from AWS S3 Standard tier to Azure Blob hot cool and archive tiers

- Building a solid foundation to adopt a hybrid-cloud workflow between on-premises and cloud infrastructures across their offices

- Utilisation of the federated storage platform used in Egnyte SharePoint Archive project to get better value out of platform tools

- Minimal change management - a platform allowing for user self-service to find and restore data and multimedia content

Benefits & Business Impact for the Customer

- Ability to migrate significant amounts of data without disruption, using open native format, and to connect directly to Azure services, including Active Directory ACLs

- Ability to protect their assets using Tiger Bridge CDP integrated with Azure snapshots and Azure soft delete

- Ability to use Azure Archive Tier to lower the cost of storage without impacting the user's ability to find content

- Enhancing the existing workflow, enabling collaboration and multi-site sync with file-locking

- Over ten-fold increase in content restore speed to reduce the size of on-premises footprint, including partial restore

- 20% reduction in the number of on-premises servers in North America and Europe, plus additional 60% reduction in on-premises storage

- Ability to extract additional value from their assets, including analytics

- Real-time monitoring and alerting of the Tiger Bridge and Microsoft infrastructure

- Millions saved due to storage cost optimization

About Tiger Technology

Customers in over 120 countries use Tiger Technology solutions to make their data management and project workflows easier. The company develops software-only Windows cloud extension technology, high-speed NAS/SAN file system sharing, virtual volume set and virtual project workspace management, and HSM tiering and synchronization solutions. Tiger enables organizations of any size and scale to manage their digital assets on premises, in public cloud, or with a hybrid model. Tiger Technology has been identified by Endeavour as one of the foremost cloud technology providers on the market today.

About Support Partners

Support Partners are the media industry's leading cloud integrators, specialising in enabling enterprises to run complex workflows in the Azure cloud. Providing consultancy, design, deployment and managed services, Support Partners are driving successful digital transformations for Broadcasters, Advertising Agencies, Publishers, and Studios across the globe.