CONCERTO CLOUD SERVICES | PROBLEM SOLVED

Concerto Cloud Services chose NetApp® ONTAP® Cloud and NetApp Private Storage with All Flash FAS to provide custom multicloud solutions for any customer need.

Concerto Cloud Services Helps Customers Navigate a Multicloud World

Concerto Cloud Services provides fully managed private, public, and hybrid cloud solutions. A cloud pioneer, Concerto has been built on a rich legacy of application expertise, innovation, and a relentless pursuit of service excellence. Concerto is a trusted advisor to customers and partners who want to make IT easier, manage risk, and reduce operational challenges.

96%
data reduction in
Amazon Web Services

50%
data center
storage reclaimed

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> "We have put our foundation on NetApp because it's the only storage provider that allows us to take our customers' environments, whether they're in the public, private, or hybrid cloud, and bring them up within four hours."

Eric Tuley
Director of Cloud Platform Operations, Concerto Cloud Services

"We help customers who want to take advantage of the cloud but do it securely," says Eric Tuley, Director of Cloud Platform Operations at Concerto. "Our customers want a one-stop shop where their applications are safe, they get guaranteed performance, and they don't have to worry about data retention."

Concerto is growing quickly. Every year, its data footprint more than doubles as a growing number of customers transition their on-premises infrastructure to Concerto's cloud solutions and services. In just trying to keep up, Concerto was routinely hitting the performance limits of its existing storage.

"It started to feel like we were in the IOPS management business," explains Tuley. "We were constantly doing volume moves to make sure our customers always had the performance they needed."

A NEW APPROACH TO HYBRID CLOUD

To overcome the constraints of its previous environment, Concerto chose NetApp Private Storage with All Flash FAS colocated in Equinix IBX data centers with direct connectivity to Amazon Web Services (AWS) and Microsoft Azure.

For data retention and disaster recovery (DR), Concerto chose ONTAP Cloud in AWS. With ONTAP Cloud, Concerto rolled out a single, infinitely scalable replication target for both of its data centers in less than two days. By the third day, Concerto's DR offering was up and running with its first customers.

"Every other storage vendor out there says they do cloud," explains Tuley. "They absolutely do not. ONTAP Cloud brings something unique to our design that no other storage platform could. It has firmly cemented our entire platform as a NetApp-only shop."

A CLOUD THAT'S UP TO ANY CHALLENGE

ONTAP Cloud acts as a single point for DR across Concerto's production data centers. By using NetApp SnapMirror® technology, Concerto can replicate full delta copies of data from either of its Equinix colocation data centers to its ONTAP Cloud instance in AWS. If a failover or a major data center upgrade occurs, the company can be up and running at its second site in minutes. As a result, Concerto can now offer customers an industry-leading four-hour standard SLA for DR with zero planned downtime.

"A four-hour RTO [recovery time objective] in this industry is extremely rare," says Tuley. "We have put our foundation on NetApp because it's the only storage provider that allows us to take our customers' environments, whether they're in the public, private, or hybrid cloud, and bring them up within four hours. Period, end of story."

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With ONTAP Cloud as its DR target, Concerto has also reclaimed 50% of the storage in its data centers, eliminating duplicate capacity that was previously required to protect each site. That benefit translates into cost savings that Concerto can pass on to its customers.

"In the past, I would have had to purchase 3PB to 5PB of spinning disk to provide a service that we hope never to use," adds Tuley. "We couldn't afford to offer this level of protection without ONTAP Cloud."

By using ONTAP Cloud, Concerto can now federate customer workloads across Amazon Elastic Block Store back-end storage platforms and its production All Flash FAS into one seamless pool of storage resources. ONTAP Cloud enables Concerto to move customer workloads from one performance tier to another—and back—on demand. Customers pay for the increased performance only when they need it.

It's a game changer for customers with seasonal workloads, such as retail customers that are gearing up for seasonal sales or holiday shopping. Other examples are financial departments that are grappling with their month-end, quarter-end, or year-end close, and universities that are working on spring or fall enrollment.

"A university doesn't need to pay for SSD performance all the time—they need it once every six months," says Tuley. "It's so cool that I can take their Blackboard virtual machine and migrate it from cold storage up to SSDs, then let their new student enrollment application run crazy fast for a week. Then I move the workload back to the cold storage when it's no longer hot and charge them a premium only for the week they used it!"

Concerto's customers include an impressive roster of big-name automotive, software, and furniture retailers who face increasingly

complex legal and compliance requirements and are constantly in the public eye. For these and other customers, any data loss or unauthorized access can have serious consequences for their business and their reputation. They trust Concerto to help them take advantage of public cloud economics and elasticity without sacrificing the security or privacy of their data. With ONTAP Cloud, Concerto can enable secure multitenancy with end-to-end encryption of data, at rest and in flight.

Because of the extreme efficiencies of ONTAP Cloud, Concerto can offer its four-hour DR SLA, flexible performance tiering, and data security as standard features in its cloud for no additional cost. The ONTAP Cloud native deduplication and compression features enable the company to protect 5.4PB of production data by using only 203TB in AWS. That's a data reduction of 27.5:1, or 96%. 🐦

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"When the bill for ONTAP Cloud came at the end of the month, I couldn't believe my eyes," says Tuley. "We're actually able to offer more features that customers need while maintaining our margins. It's a win for everyone."

INNOVATING ON THE CUTTING EDGE

As Concerto expands services to customers across the globe, Tuley plans to standardize on All Flash FAS in Equinix, federated with ONTAP Cloud for DR and burst compute. He is also eager to be an early adopter of new NetApp technologies, such as FabricPool-enabled aggregates.

"One of the greatest things about working at Concerto is that I get to be on the bleeding edge of technology," says Tuley. "I love working with NetApp because I get access to a whole portfolio of innovative solutions that work together to help me solve my big business challenges."

SOLUTION COMPONENTS

NETAPP PRODUCTS

ONTAP Cloud in AWS
NetApp Private Storage
All Flash FAS colocated in Equinix
SnapMirror replication technology
SnapVault® software
SnapManager® software

PARTNER

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