Customer Profile

Brainshark sales readiness software equips businesses with the training, coaching and content authoring capabilities to achieve sales mastery and outsell the competition. With Brainshark, companies can: prepare sales teams with on-demand training that accelerates onboarding and keeps reps up-to-speed; validate readiness with sales coaching that ensures reps master your message; and empower sales organizations with rich, dynamic content that can be created quickly and accessed anywhere. Thousands of companies – including more than half of the Fortune 100 – rely on Brainshark to identify and close performance gaps, and get better results from their sales enablement initiatives.

Learn more at
www.brainshark.com

BRAINSHARK

CHALLENGE
Reduce Cost of On-Premises Disaster Recovery Data Center

As a cost savings initiative, Brainshark decided to move its disaster recovery environment to the Microsoft Azure cloud. Based in Waltham, Mass., Brainshark had a dedicated disaster recovery data center remotely hosted in Chicago, Ill., storing 100 TB of data. With the proliferation of data heavy applications, additional storage needs are expected to grow to support in excess of 100 TB during the next several years. The company predicted it would save a significant percentage of the estimated budget for on-premises disaster recovery infrastructure using SoftNAS on Azure for backup storage. The team expected the move to eliminate their need for their own separate physical infrastructure and it would allow them storage flexibility and cost savings on maintenance contracts. Brainshark explored storage options only to realize there were limits to support multiple terabytes of data with most commercially available solutions. Stringing together servers, drivers and disks, Dana Wildes, senior systems engineer at Brainshark, developed a DIY solution. "It worked very well, was wildly expensive and would need to run 24/7," said Wildes. His solution was technically feasible but economically unviable.

> "SoftNAS Cloud NAS is very easy to use and the product is highly intuitive. We were looking for a system that any engineer would be able to manage easily and SoftNAS Cloud NAS fits the bill quite nicely. Being user-friendly is one of the greatest things about it. It just can't get much better.
>
> Dana Wildes
> Senior systems engineer
> Brainshark

SOLUTION
SoftNAS Cloud® NAS on Azure Supports Petabytes of File Storage for Disaster Recovery

Recognizing that he needed an enterprise-class solution to support storing data for the company's Fortune 100 customers, Wildes found that SoftNAS Cloud NAS on Azure supports petabyte file storage utilizing data stores ranging from high performance SSD-based to Azure Cool Blob storage. This new capability would solve his need for 100 TB of storage, as well as give his company the ability to pay only for the services they used. Brainshark would be freed from the expense associated with the physical data center, network-attached storage and storage area network (SAN) appliances.

In addition, Brainshark wanted to move to a Platform as a Service (PaaS) environment allowing the cloud to perform the executables rather than having an internal infrastructure to handle these tasks. Brainshark determined that Microsoft Azure had the best PaaS for his needs. Said Wildes,

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softnas.com/contact-us

Support
1-888-801-7524, Opt. 4
softnas.com/support

"Microsoft is changing and innovating daily to the point where it is often difficult to keep up with their changes. Clearly they are the front runner on innovation so it was an easy sale."

With no need to reengineer applications, Brainshark could securely lift and shift their on-premises disaster recovery environment to the cloud. Comparatively, Wildes said it took weeks to design, architect and implement his homegrown solution so moving data to SoftNAS Cloud NAS on Azure was microscopic in comparison. "SoftNAS Cloud NAS is very easy to use and the product is highly intuitive. We were looking for a system that any engineer would be able to manage easily and SoftNAS Cloud NAS fits the bill quite nicely. Being user-friendly is one of the greatest things about it. It just can't get much better."

SoftNAS Cloud NAS is a software-defined NAS filer that delivers enterprise-class NAS and SAN features with: NFS, CIFS/SMB, iSCSI, and AFP protocol support as well as being POSIX compliant. Customers can dynamically adjust storage performance, protection and capacity to suit their changing workload demands by selecting the desired type of Azure back-end storage. Enterprise-class SoftNAS Cloud NAS features include: high availability (HA), deduplication, compression, storage snapshots, replication, cloning, thick and thin provisioning and 360-degree™ encryption (in flight and at rest).

As a vital resource for its customers, uptime is extremely important to Brainshark, which requires critical large capacity file storage capabilities to backup hundreds of terabytes of data. Brainshark offers a comprehensive product portfolio for content authoring, formal training and sales coaching that forms the core of its sales readiness platform and helps organizations drive sales productivity. SoftNAS offers guaranteed storage uptime of 99.999 percent. Unlike other file storage options on Azure, SoftNAS Cloud NaAS has no single point of failure and can successfully handle partial or complete availability region outages.

> I've been uploading data to this storage array ever since, with no issues at all. Performance has been excellent and the overall cost saves the company money.

Extremely Powerful

Hassle-free Experience

Easy to Manage

RESULTS
Excellent Performance and Cost Savings with SoftNAS Cloud NAS

"We quickly and easily built a new disaster recovery platform with SoftNAS [Cloud NAS] and attached 100 TB of Azure Blob storage to it," said Wildes. "I've been uploading data to this storage array ever since, with no issues at all. Performance has been excellent and the overall cost saves the company money."

To date, Wildes has completely integrated disaster recovery into Azure and closed the physical data center in Chicago. He also plans to expand his use of SoftNAS Cloud NAS beyond disaster recovery and use SoftNAS Cloud NAS for primary file storage. With enterprise-class features such a bottomless scalable storage, 360-degree data encryption and high availability clustering, the transition should be easy while his data remains protected.

TECHNOLOGY PARTNERS

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