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**Storage Networking Solutions (SNS) Europe**

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**ONStor virtualised file storage solution cuts operational costs by 80%**

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*“ What benefits are being realised by a leading e-mail marketing company from the deployment of OnStor clustered NAS?  
”*

Silverpop, a leading provider of permission-based e-mail marketing solutions, has chosen the ONStor Bobcat Series NAS Gateway solution for its two data centres. The ONStor product's scalability and stability plus significant space and energy savings, were cited by Silverpop as reasons for its choice of the ONStor solution. Silverpop's customers include Fossil, Siemen's, British Sky Broadcasting, Little Tikes and Houghton Mifflin.

"Non-stop content delivery is our business, so downtime is not an option. Power consumption is a concern, and space is a precious commodity," said Kevin Ahrens, Director of Production Operations, Silverpop. "We were attracted to the high availability of the Bobcat. The space-saving and consolidation abilities of the product have enabled us to use one-third of the floor space we were using before, plus cut our energy costs. The ONStor solution is very stable and has reduced our storage operational costs by 80%."

The four ONStor Bobcats deployed are able to support twice the capacity across Silverpop's storage environment than the previous solution, while accommodating spikes in utilisation without disruption. Furthermore, ONStor's open NAS capability capitalises on Silverpop's existing storage rather than requiring the addition of new storage before the current investments in capacity run out. As Silverpop's storage needs grow, the company will be able to add storage to the ONStor environment from any of their preferred storage vendors, including ONStor.

Prior to the ONStor implementation, Silverpop had multiple production environments and needed to standardise technologies across its facilities. In addition, the company was doubling its storage capacity each time it implemented a new production environment and needed a solution that could support this level of scalability.

"The beauty of ONStor has been the ability of the product to easily expand upon our existing storage. Adding capacity and managing it is very simple," said Ahrens. "From the ONStor web console, virtual file servers can be created and moved very quickly, and we can bring them online or offline very fast. Adding and provisioning storage resources with the ONStor solution occurs via point-and-click, instead of the hard re-cabling and downtime required to deploy another NAS node using traditional file servers."

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