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### Virtualised file storage cuts operational costs by 80%

Author: [Huw Evans](#)  
Posted: 17:12 08 Jan 2008

**Silverpop, a provider of permission-based email marketing solutions, has chosen the ONStor Bobcat Series NAS Gateway solution for its two datacentres to improve the efficiency of its storage services.**

ONStor is a provider of [scalable clustered enterprise NAS](#) solutions and its products' scalability and stability plus space and energy savings, were cited by Silverpop as reasons for its purchasing choice.

Silverpop's customers include Fossil, Siemens, 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," explained Kevin Ahrens, director of production operations, Silverpop.

He added, "We were attracted to the high availability...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 [new] solution is very stable and has reduced our storage operational costs by 80%."

The new solutions deployed are able to support twice the capacity across Silverpop's storage environment as its previous systems while accommodating spikes in utilisation without disruption. Furthermore, the solution'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 is confident that it will be able to add storage from any of their preferred storage vendors.

"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 [system] 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...occurs via point-and-click, instead of the hard re-cabling and downtime required to deploy another NAS node using traditional file servers."

Prior to the new 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.

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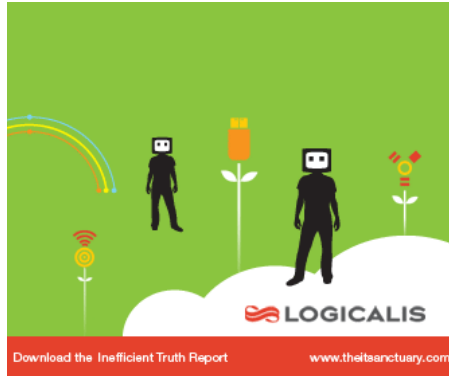
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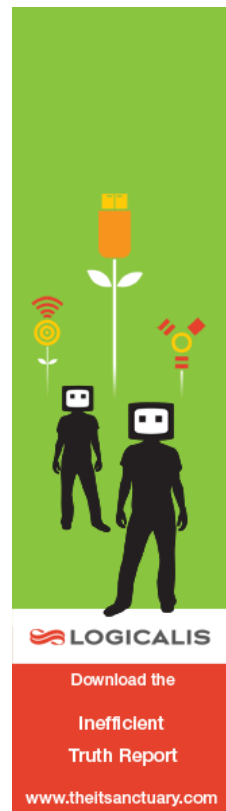
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