



# ASE builds new, innovative cloud services on NetApp

## Overview

Beginning life as an IT break-fix organisation, ASE has matured into one of Australia's Top 10 Most Trusted Cloud Providers (Longhaus Review, 2012). This transition was a deliberate and strategic move.

"Right from the start we were determined to build a reputation for the best cloud technology, the highest levels of security and the best service," says CEO of ASE, Andrew Sjoquist. "So we selected NetApp and Cisco technology exclusively."

Now with a data centre network spanning the USA, Australia, New Zealand and Singapore, ASE supports over 200 companies ranging from small to medium enterprises to some of the world's largest corporate organisations including First Wave, EzyPay, AW Edwards, Silver Trak Digital and several global media companies. The company has chosen to work with NetApp as they provide the data management features and innovations that ASE customers need from their cloud services. ASE has become known for its top shelf public, private and hybrid clouds supported by smart solution design and dedicated 24/7/365 technical assistance.

## Getting ahead with smarter cloud services

With the cloud services sector heating up, ASE wanted to do more than simply compete on price. They wanted to offer ways for customers to manage and control their own data in a public cloud, through a simple web portal.

Since ASE was already using NetApp and had data centres with high-speed links to hyperscalers, this was a smart step. ASE selected NetApp Private Storage (NPS) and NetApp StorageGRID Webscale to develop two new cloud services for its customers.

Both solutions would enable customers to manage and control their own data through ASE's web portal, Cloud Track. They also allow customers to eliminate capital investment and co-location overheads, while relying on strict service level agreements and dedicated 24/7/365 monitoring.

## Key Highlights

### Industry

IT services

### The Challenge

ASE wanted to offer customers ways to manage their own data in a public cloud, via a simple and straightforward web portal.

### The Solution

Leveraging their existing NetApp partnership, ASE developed two new cloud management offerings based on NetApp Private Storage and StorageGRID Webscale.

### Results

- ASE can now offer the cloud features their customers require, such as the ability to move and manage data on demand
- ASE can compete with large hyperscalers like AWS and Microsoft Azure, through a predictable and affordable cost-per-gigabyte model
- Customers who moved to ASE's new StorageGRID service saved up to 75% on storage
- Up to 15% of Australian media content now flows through ASE's StorageGRID platform
- NetApp's ongoing R&D investments keep ASE at the forefront of innovation, so they can continue to introduce competitive new products in the future

## NPS-as-a-Service

ASE used NetApp Private Storage (NPS) to give customers flexibility as to where their data is actually stored – AWS, Microsoft Azure, IBM SoftLayer or ASE's own systems – with easy portability to another service. This design means customers can move their data quickly and easily between cloud providers, because their data resides close to the cloud, not in it. The service is also extremely fast, thanks to high-speed access provided by Direct Connect and ExpressRoute links.

NPS-as-a-Service is coupled with ASE's web portal, Cloud Track, making everything simple and straightforward for customers to manage. Through this portal, ASE customers can enjoy all the perks of a full-featured cloud platform with simple billing, management and control.

ASE's CEO, Andrew Sjoquist, is impressed with NetApp's technology. "Using NetApp storage we can offer cloud services with the features our customers need," he said. "This includes the ability to manage their own data, move it on demand, have reliable back-up and disaster recovery – and significant cost savings."

## StorageGRID-as-a-Service

The second service offering ASE developed with NetApp was an always-on "mesh" storage solution. Based on NetApp's StorageGRID Webscale, it enabled ASE to offer object-based storage at a cost per gigabyte. This means the company can even compete with powerful hyperscale architectures like AWS and Microsoft.

StorageGRID-as-a-Service is ideal for ASE's media & entertainment customers, who need rapid access to petabytes of data in an 'active archive' from anywhere in the world. Since they introduced it, ASE has experienced strong and growing demand for this service.

It is also popular with companies who need reliable distributed back-up, because StorageGRID-as-a-Service gives customers immense control over their data. Customers can set rules that determine where and how their data is stored, as well as maintain control over storage locking and cloning.

StorageGRID-as-a-Service ensures a high volume of data is always accessible globally, because multiple copies of that data is spread across geographic locations. Data integrity is also paramount. StorageGRID-as-a-Service ensures customer data is fully maintained as it moves between locations and ages over time, to prevent against corruption. Customers can also determine where and how their data is stored, depending on where it is in its usage lifecycle.

## Added savings make for happy customers

ASE customers who moved from file-based storage to StorageGRID have saved up to 75% on storage costs. Media & entertainment take-up is also impressive, with as much as 15% of Australian media content now being managed through the service.

It's not just about costs – performance has improved too. "As we tune the solution, customers see quite remarkable impact on their network performance and storage performance," says Andrew Sjoquist.

On top of the customer's freedom to control their own data, ASE's new products are provided as managed services. This brings even further benefits. Customers need only pay for the storage they actually use on a monthly basis, which relieves heavy capital expenditure in lieu of a financed commercial arrangement.

The benefits are positive for ASE too, says Sjoquist. "We've had a strong return on investment from our NetApp investment. We've also developed a great partnership that will help us innovate and prosper in the dynamic cloud services business."

## A lean company that's big on innovation

ASE's new cloud services are the result of the productive collaboration with NetApp. NetApp has worked closely with ASE to understand the company's roadmap and business goals, helping them push the boundaries to innovate.

Sjoquist has praised the positive relationship, citing the advantages of NetApp's massive research and development capacity. "We don't have the R&D investment of a major company, so we rely on the innovation of NetApp to stay at the leading edge," he says. "We also count on them to back our team, support our go-to-market plans and be there for technical issues."

## About ASE

ASE is one of Australia's Top 10 Most Trusted Cloud Providers, offering a wide variety of premium-grade public, private and hybrid cloud services to small, medium and multinational companies.

## About NetApp

Leading organisations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.