

## CASE STUDY

# Publicly Traded Advertising Technology Company

A publicly traded ad-tech company needed a disaster-recovery (DR) and an archive solution for its growing 900-node Hadoop cluster. This cluster supports the company's programmatic ad-buying application and underlying analytics.

## Customer Requirements and Challenges

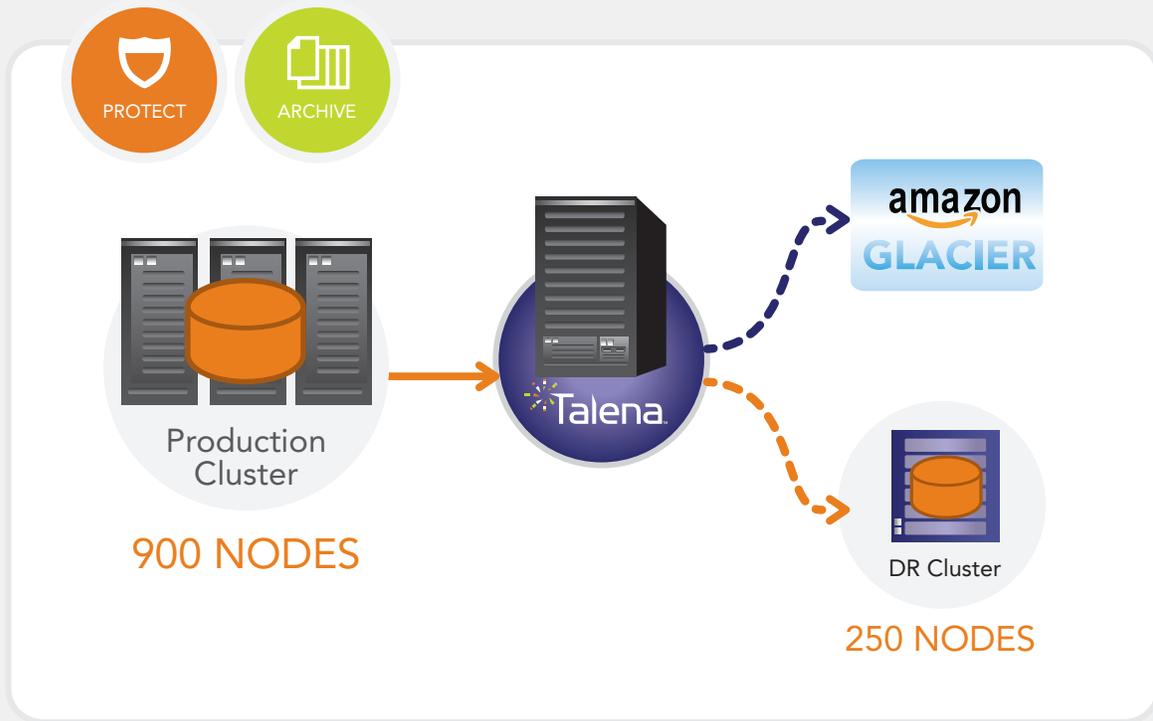
The nature of ad-tech is such that data growth often outpaces the ability for companies to manage it. To ensure it didn't run into this issue, the company outlined two primary requirements:

- **Archive older data, cost-effectively.** The company wanted to offload older data sets to a secondary storage platform, yet still provide rapid access to this data as needed
- **Protect valuable data.** The company needed a complete disaster recovery solution because its customers, some of the biggest brands, depend daily on that data

Prior to Talena, the company wrote scripts to archive data to Amazon S3. However, the company used precious engineering resources to maintain these scripts and also incurred unnecessary configuration management overhead and the monthly expense to find data within Amazon S3. In addition, its original DR cluster was the same size as its production system and had to be manually replicated which resulted in significant capital expenditures as the company grew. Finally, the DR cluster was an idle, wasted asset.

## The Talena Solution

With the policy-driven and automated Talena solution, the company was able to lower cloud storage costs by moving to Amazon Glacier as its archive repository but with the added flexibility of a built-in catalog that facilitated rapid searching via Talena FastFind. In addition, Talena delivered a compelling DR solution and reduced the company's DR cluster by over 3X.



## KEY BENEFITS

- 1 Longer and more economical storage of older data
- 2 A smaller DR cluster that can be actively used
- 3 Instant data recovery from backup snapshots or Amazon Glacier using Talena FastFind
- 4 Simplified infrastructure management through a “single pane of glass” user interface

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