iN DEMAND Accelerates Data Transfer to Amazon EC2 with Attunity

iN DEMAND creates and delivers programming to cable companies and MSOs (multi-system operators) throughout North America. iN DEMAND is streamlining operations and reducing storage costs by leveraging the AWS Cloud as a video content repository. Attunity enables iN DEMAND to seamlessly transfer and sync large volumes of files between their on-premises New York City data center and Amazon's Reston, Virginia cloud region. Attunity enables iN DEMAND to meet service-level agreements (SLAs) with its customers and reduce the operations costs associated with large-file media transfer processes.

The Business Challenge: Fast File Transfer to the Cloud

iN DEMAND, headquartered in New York City, is the entertainment industry's pioneer and signature distributor of transactional and subscription content. They create and deliver programming through cable pay-per-view, video-on-demand, as well as on digital platforms. Each month, content providers like Sony send iN DEMAND between 50 and 100 terabytes of media content. iN DEMAND's operations team, who manage all aspects of content transcoding and quality control checks, packages the newly-received content, then delivers it to cable companies and multi-system operators. Given the large volumes of data that iN DEMAND manages, the company was looking to leverage lower-cost cloud storage options with encoding capabilities. "The company already manages two petabytes of tape and spinning disk storage in New York City, and storage demands are only expected to grow," explained Michael Raposa, Vice President, Infrastructure, at iN DEMAND.

The Requirements: Reduce Storage, Transfer and Sync Content

Due to the cyclical nature of iN DEMAND's workflows, Amazon Web Services' Elastic Cloud Compute (EC2) became an obvious option, due

BETTER TOGETHER: ATTUNITY AND AWS

After disqualifying both the media transport vendors and open source solutions, iN Demand extended its search to other data transfer solution providers and quickly focused on Attunity. iN Demand deployed the Attunity software at both its NYC data centers and within its Amazon EC2 infrastructure. Initial performance testing delivered reliable throughput speeds in excess of two gigabits per second, and the software was easy to install and manage across both on-premises and cloud-based environments.

Attunity software has been a win-win for both iN DEMAND's operations and infrastructure teams. The operations team is very pleased with the reliability and speed of their transfer initiatives. "Without Attunity, our operations team may have refused our plans to leverage cloud-based solutions," said Raposa. "Instead, we'd have been faced with a large, half million-dollar infrastructure investment in our New York City data center."

Attunity has exceeded iN DEMAND's expectations and helped the infrastructure team implement their cloud-enabled solution in time for critical impending projects. "Attunity allowed us to deploy our cloud-based solution in less than two weeks, compared to the six months it would have taken to build the necessary in-house infrastructure. We love that Attunity is a highly-responsive partner who continues to exceed our expectations," said Raposa. "In all honesty, it was a no-brainer decision to go with Attunity."

to its cost structure and ability to rapidly scale storage provisioning up and down. With storage located at Amazon's data centers in Reston, Virginia and business-essential encoding and processing workflows remaining in New York City, iN DEMAND needed a reliable and highly-efficient means to sync on-premises and cloud-based content. The sheer volume, network latency and size of files under management, presented many challenges for iN Demand's operations team. Slow, unreliable file transfers and content sync processes would eliminate the benefits of cloud-based storage. iN Demand deployed Amazon's 10-gigabit Direct Connect service to connect its on-premises infrastructure with the Virginia site, but the company still needed an efficient means to transfer and sync content between both locations.

iN DEMAND evaluated both commercial and open source solutions for their large-file transfer needs. The performance benchmarks required a minimum of at least one gigabit of data throughput per second, and the ability to manage file sizes in the 100 gigabyte range. The incumbent media transfer acceleration vendors presented marginal performance results and carried high total cost of ownership.

Entry-level, per-server licensing costs were very high and costs increased based on throughput speeds and the amount of data being transferred. And, the installation, setup and configuration of these solutions was a lengthy process. Given iN DEMAND's needs and expected growth, using a vendor that charges for transfer throughput was not a feasible option for them. Open source options were also quickly disqualified as they delivered inconsistent performance results, required greater IT resources to manage, and were not supported products.

> *"After evaluating various commercial media transfer acceleration software solutions and open source tools to deliver high volume of larger-file video content from our on-premise locations to Amazon EC2, we selected Attunity. Attunity was easy to implement – and delivered throughput in excess of two gigabits per second. The ease-of-use and transfer throughput speeds far exceeded our expectations and experiences with alternative options. More importantly, Attunity enabled us to meet our project goals on time and on budget."*

> **Michael Raposa**
> Vice President, Infrastucture
> iN DEMAND

ABOUT ATTUNITY

Attunity is a leading provider of data integration and Big Data management software solutions that enable access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the cloud. More information can be found at www.attunity.com.