

TOSHIBA

Leading Innovation >>>

"We use the whole gamut of Toshiba drives across our business and really appreciate what Toshiba brings to the table. We've found Toshiba to be holistic and accessible in its approach to working with us."

Noam Shendar, Chief Operating Officer at Zadara Storage.

ZADARA™ STORAGE DELIVERS ENTERPRISE STORAGE ON-PREMISES OR IN THE CLOUD ENABLED BY TOSHIBA STORAGE

Zadara Storage offers enterprise storage-as-a-service (STaaS) for on-premises or in the cloud implementation with a cost-efficient, pay-as-you-go model. Headquartered in Irvine, California with locations throughout the world, Zadara realizes the tremendous amount of data growth and strives to transform the way data is consumed and managed. The company's philosophy of managing its own growth is simple: agility, automation and experience. They examine every opportunity to factor in intelligent automation that will save customers time and is easy to operate.

Toshiba helps Zadara Storage optimize its patented, software-defined solutions through close engineering collaboration and by providing the storage solutions that deliver the right combination of reliability, performance, and capacity.

> REDEFINING STORAGE

Zadara redefines storage by helping customers minimize capital expenditures and time to deployment with a consumption-based enterprise model that is fast, reliable, and easy to procure. The VPSA™ Storage Array, and the Zadara Storage Cloud deliver a flexible, cost-efficient, pay-as-you-go service model for peta-scale primary and secondary storage needs.

This technology seeks to allow organizations ranging from Fortune 500 to small businesses to better meet their business requirements while limiting cost, complexity and risk.

> USING TOSHIBA ACROSS THE BOARD

Resiliency and reliability across the technology solution are absolutely vital. It is important for Zadara to provide customers with the flexibility of choosing how best to scale performance and capacity. Zadara Storage relies on Toshiba HDDs and SSDs to enable their technology. Zadara uses Toshiba HDDs in conjunction with Toshiba SSDs to deliver a tiered storage infrastructure that can be scaled in terms of performance and capacity.

Toshiba's Mid-Endurance PX02SM Enterprise SSD Series

Toshiba's PX02SM Enterprise solid state drives meet the performance, reliability, and price criteria Zadara needed for their solutions. The PX02SM series is optimized for mainstream server and storage applications running mixed workloads. Robust security efficiencies include power-loss protection¹, enhanced end-to-end error correction and Sanitize Instant Erase². Featuring a 12.0 Gbit/s SAS interface³ with consistent sequential write and random write/read access, the PX02SM SSDs delivers the high-performance profile required by Zadara solutions.

STORAGE CASE STUDY



> INDUSTRY

Enterprise Storage Solutions

> CHALLENGE

- Need for reliable storage solution, with right combination of performance and capacity, to support highly elastic and scalable enterprise storage-as-a-service (STaaS).

> SOLUTION

Zadara Storage uses a wide range of Toshiba drives for its built-from-scratch turnkey product, including:

- Toshiba PX02SM Series Enterprise solid state drives (SSDs)
- Toshiba AL13SEB and AL14SEB Enterprise Performance 10K RPM 2.5" 15mm SAS hard disk drives (HDDs)
- Toshiba MG04ACA Series 7,200 RPM 3.5" SATA HDDs

> BENEFITS

- Tiered storage infrastructure with scalable performance and capacity
- Ability to reduce storage costs while supporting data repository
- Enable customers to focus on business priorities without the worry of data loss or storage woes

“We are very demanding on our SSDs: not only do we do extensive write operations to the drives, but we also use them to provide SSD-based caching to hard disk drives. We require high endurance, high performance at a price per Gig that is viable. Many SSDs are not truly designed for this level of endurance or performance, and can fail very quickly. Toshiba SSDs shine in this regard, and have proven they have the right balance of these must-have parameters,” Shendar further elaborated.

Toshiba Hard Disk Drives

Being able to reduce storage costs while supporting data repository are also important criteria for Zadara Storage. Toshiba SAS and SATA HDDs meet these critical requirements. The AL13SEB and AL14SEB Enterprise Performance SAS drive models are engineered for reliable and continuous IT operations, especially for high transaction “mission critical” environments where data access speed is critical. Toshiba’s MG04ACA SATA HDDs are highly versatile, giving Zadara Storage the flexibility it passes along to customers.

> ENABLING CUSTOMERS TO SUCCEED

For online retail institutions, such as Gilt, Zadara’s elastic enterprise STaaS model maps to the nature of their storage requirements. Companies can efficiently scale their storage to address seasonal demand with a cloud storage infrastructure.

“We use the whole gamut of Toshiba drives across our business and really appreciate what Toshiba brings to the table. We’ve found Toshiba to be holistic and accessible in its approach to working with us. Early on, our engineers teamed with Toshiba engineers to make the most out of the drives for our unique needs and services. Toshiba has been a great company to do business with, on so many levels,” Shendar details.



1. PLP (Power Loss Protection): PLP supports to record data in buffer memory to NAND flash memory, utilizing back up power of solid capacitor in case of sudden supply shut down.
2. SIE: Sanitize Instant Erase. SIE is compatible with Sanitize Device Feature set. Sanitize Device Feature set is the standard prescribed by T10(SAS) and T13(SATA) committees of American National Standards Association (ANSI), which makes it possible to invalidate the data recorded on the magnetic disks at a blink.
3. Read and write speed may vary depending on the host device, read and write conditions, and file size

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