CoreSite

ZADARA STORAGE
COLOCATION, CROSS-CONNECTS, AND OPEN CLOUD EXCHANGE

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Zadara Storage partners with CoreSite to deliver cutting-edge, enterprise-grade cloud storage solutions across a diverse global customer base.

BUILDING THE **NEW NORM**

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Nelson Nahum, Co-Founder and CEO, Zadara Storage

THE CHALLENGE

Using the cloud to reimagine enterprise-grade storage

In today's global information economy, many companies rely on traditional on-premise storage and backup solutions to power their business continuity strategies and computing needs. But a growing selection of enterprises, small businesses and startups around the world are turning to Zadara Storage for a more flexible, cost-effective approach.

The company is a pioneer in delivering enterprise-grade storage solutions as a service through public and private cloud environments. However, even with patent-pending technologies capable of providing companies worldwide with an agile, easily scalable, on-demand alternative to conventional storage deployments, growing the Zadara brand and business couldn't be achieved overnight or without some help.

"Bringing all the best features of traditional storage services—public and private networks, snapshot functionality, and mirroring functionality—to the cloud is no small task," says Nelson Nahum, Zadara's Co-Founder and CEO. *"We needed a partner with the infrastructure and expertise to help turn our vision into a viable and marketable solution."*

CHANGE IS COMING TO THE CLOUD

Zadara was poised to change the cloud storage landscape with its innovative software-defined virtual private storage service. *"We noticed there were a significant number of colocation tenants in high-profile facilities who preferred paying for storage on-demand,"* Nahum says. *"Many of them were in the media and entertainment industry, which was a key target market for us, so we knew private cloud development was a strategy we had to pursue."*

The company had already made a name for itself in the public cloud market, boasting long-standing relationships with a number of leading cloud platform partners to serve customers around the world. However, Nahum and his team soon realized that offering private cloud services in addition to its public cloud products could provide an entrance into a number of valuable niche markets.

In response, the company set out to find a data center solutions provider to help extend its business footprint and reach broader audiences of prospective customers. *"Because of the nature of our services, it's critical for us to have a physical presence in high-traffic locations and maximize our exposure to potential customers,"* says Vladimir Popovski, Zadara's VP of Cloud Operations. *"We needed a data center partner with industry standard physical and network security, strategic facility locations, low-latency service, and an agile environment with the flexibility to meet our customers' diverse needs."*

THE SOLUTION

After evaluating several data center options, Zadara selected CoreSite's colocation, cross connection, and Open Cloud Exchange solutions to be the springboard to launch its Virtual Private Storage Arrays business. Zadara chose CoreSite because of its state-of-the-art facilities, expertise in industry-standard technologies, and expansive, engaged network of existing customers.

With CoreSite, Zadara can get closer to both customers and prospects—literally and figuratively. CoreSite's colocation service, for example, gives Zadara all the space it needs to operate side by side with customers in high-profile, popular facilities across the country, and around the world.

"Having a presence in locations like LA1 and LA2 in California is incredibly important in helping to extend our reach into multiple industries, such as media and entertainment," Nahum explains. *"Many of our target customers are already colocated in those facilities, so just being in a CoreSite facility gives our brand extra credibility and strengthens our value proposition and message to new customers."*

At the same time Zadara is growing its physical footprint, CoreSite's Open Cloud Exchange is helping the company grow its client base as well. With the market's fastest-growing community of enterprises as well as public, private and hybrid cloud providers, CoreSite's Open Cloud Exchange helps Zadara establish new relationships, expand sales opportunities, and expose its brand to prospects in ways not previously possible.

"CoreSite's Open Cloud Exchange is a truly unique, differentiating solution," Popovski says. *"It makes us a part of an exciting ecosystem of like-minded companies and helps us establish new relationships with organizations we previously couldn't have reached."*

Once Zadara signs up new customers, the onboarding process is seamless, thanks to CoreSite's Open Cloud Exchange. Customer deployments are simplified via the web-based portal and the private Ethernet connectivity helps ensure better performance, greater uptime, reliability and lower latency for Zadara's solutions. *"CoreSite's Open Cloud Exchange is the bridge between our solution and our customers,"* Popovski says. *"Now with a few 10-gig ports, we are able to interconnect customers on-demand with us and with each other."*

CUSTOMER EXPERIENCE AND BENEFITS

Growing a business in a hypercompetitive market requires smart planning and wise choices when it comes to creating partnerships. By teaming with CoreSite, Zadara has accomplished both.

Unlike Zadara's previous expansion and setup experiences, CoreSite facilities and services are ready-made to help the company get its new data center configurations up and running efficiently. With CoreSite, setup is simple and high-density arrangements for servers and storage equipment can be easily customized without the hassles or challenges commonly seen in other buildings.

Popovski says that because CoreSite facilities are state-of-the-art and designed for growth and expansion, the company has access to all the space and industry-standard technologies it needs to configure, connect, and build its systems on-demand. He notes that in the past, it could often take several weeks to onboard new customers; in CoreSite facilities it takes a matter of hours.

Nahum adds that beyond the customized hardware arrangements, expert guidance, and proactive customer service, CoreSite solutions have been a life force for Zadara's bottom line. *"CoreSite has helped transform us from a small fish to a major player in the storage-as-a-service market for media and entertainment,"* he says. *"In just the first six months, we've seen dramatic increases in revenues, growth in our customer base, and unprecedented interest in our services. No other partner has made that big an impact in such a short amount of time."*

Looking ahead, both Nahum and Popovski anticipate CoreSite playing a central role in Zadara's continued growth. Already offering its services in the United States, Europe, and select sites throughout Asia, the company is planning aggressive expansion of its U.S. footprint, following CoreSite's nationwide network of industry-leading data centers.

"We're excited about the fact that CoreSite has facilities in all the key markets we're targeting," Nahum says. *"Now, not only do we have a clearly defined expansion strategy, but we also have a long-term partner we know we can trust."*

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ZADARA STORAGE CASE STUDY AT A GLANCE

Challenge

- Deploy a revolutionary private cloud storage-as-a-service solution
- Streamline customer onboarding and solution configuration
- Accelerate business development and build new revenue streams

Solution

- Leverage CoreSite colocation for configuration flexibility and easier infrastructure management
- Adopt CoreSite cross connects to accelerate customer setup, improve network performance, and reduce latency
- Participate in CoreSite's Open Cloud Exchange to engage directly with new business partners and prospective customers

Results

- Delivered cutting-edge storage-as-a-service to private and public cloud audiences
- Acquired new business in key strategic markets
- Accelerated new client acquisition through CoreSite's Open Cloud Exchange connections
- Developed an expansion roadmap and clearly-defined growth strategy

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ABOUT ZADARA STORAGE

Zadara™ Storage is a pioneering provider of enterprise storage-as-a-service (STaaS) delivering high-performance, highly available and predictable (QoS) file and block storage in a pay-as-you-go model for on-premise deployment and global service providers.

The company's patent-pending, software-defined Virtual Private Storage Arrays™ (VPSA™) deliver flexible, multi-tenant enterprise SAN and NAS technology for peta-scale primary and secondary storage. With isolated resources, exceptional data security, management control and predictable performance, VPSAs meet the most stringent Service Level Agreements (SLAs), even in public cloud deployments.

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