

TRILIO POWERS STREAMLINED MIGRATION AND COST-EFFECTIVE DATA PROTECTION FOR EXPANDING BUSINESS

EXECUTIVE SUMMARY



Vericast Corp., based in San Antonio, TX, is a rapidly growing marketing company that uses data, media, technology and people to deliver a return on intelligence and take a customer's marketing initiatives to new heights. The Company offers advertising, marketing, transaction solutions, customer data, cross-channel campaign management, and intelligent media delivery services. Vericast serves clients in the United States and is considered one of Trilio's Visionary customers.

CHALLENGE

Vericast faced challenges in seamlessly addressing OpenStack to OpenStack migration, while ensuring cost-effective protection for its valuable information assets, including backup and restore of VMs, and disaster recovery to a secondary cloud.

SOLUTION

Vericast implemented Trilio's comprehensive OpenStack data protection and disaster recovery platform, enabling a smooth and efficient migration to the cloud. Additionally, Trilio's cloud-native data protection solutions provided robust protection for the Company's data while optimizing storage costs.

RESULTS

- Seamless and efficient data migration to the cloud.
- Cost-effective data protection with optimized storage utilization.
- Enhanced data security and compliance.

KEY TAKEAWAYS

- ✓ Trilio's data management platform streamlines data migration and protection, empowering businesses to focus on growth and innovation.
- ✓ Trilio's cloud-native solutions deliver cost-effective data protection without compromising performance or security.
- ✓ Trilio empowers businesses to manage their data effectively in the cloud, ensuring data availability, security, and compliance.

"Trilio's technology and team addressed critical use cases for Vericast, including backup and restore of VMs, disaster recovery to a secondary cloud, and OpenStack to OpenStack migration. From PoC to production deployments to running disaster recovery tests, Trilio's support system throughout these initiatives demonstrated its partnership and commitment to our success."

Scott Watkins, Vericast, Sr. Manager, Infrastructure Engineering

THE JOURNEY

Vericast began with requirements of native data protection in one OpenStack Cloud. Over the course of time a decision was made to change OpenStack Cloud platforms. Not only had Trilio provided native data protection in both environments, Trilio's capabilities were leveraged in the migration of the organization's applications and data to the new growing infrastructure.

PART 1 OF 2: Beginning the Journey with the Customer

In 2019, Vericast faced the challenge of migrating away from VMware to Mirantis OpenStack. The primary drivers behind this transition were the pursuit of cost efficiencies and increased agility. As they began migrating workloads to OpenStack, Vericast reached a tipping point where running unprotected workloads became a concern. The existing solution, IBM Spectrum Protect/TSM, didn't fit their cloud strategy, which led them to explore alternatives.

Vericast closed its first transaction with Trilio in November 2020 after a thorough evaluation process that included Dell EMC and IBM as competitors. The initial deployment consisted of 16 compute nodes - some were allocated to a production cloud and others to disaster recovery (DR) cloud.

DECISION CRITERIA	WHY TRILIO
<p>Vericast had specific criteria for selecting a backup solution, such as:</p> <ul style="list-style-type: none"><input type="checkbox"/> Native integration with OpenStack<input type="checkbox"/> Cloud-friendly features<input type="checkbox"/> Scalable Architecture<input type="checkbox"/> Support for incremental backups<input type="checkbox"/> Cost-effectiveness	<p>Vericast explored several backup solutions, including Dell Avamar and IBM Spectrum Protect & Tivoli Storage Manager, but faced challenges related to lack of native services, cost, scalability, and features. <i>Trilio met these criteria, providing the Company with a solution that aligned with their goals and emerged as the preferred solution.</i></p>

RESULTS

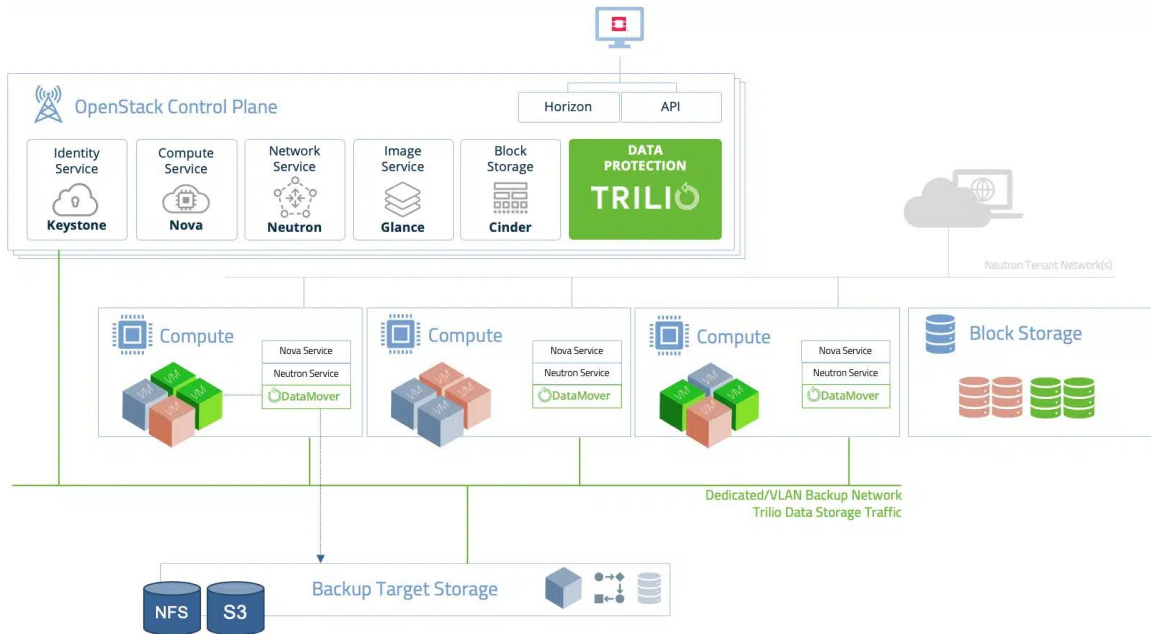
Trilio's solution provided Vericast with a seamless and cost-efficient approach to data protection, enabling them to successfully transition from VMware to Mirantis OpenStack. Vericast achieved its objectives of cost efficiencies, increased agility, and robust data protection.

PART 2 OF 2: Enabling Growth and Mobility - Customer Migration Project

In February 2023, Vericast expanded its usage to a new data center in Dallas, and made the decision to adopt Canonical OpenStack as its new Cloud vendor. This new environment would grow by an additional 18 compute nodes.

Throughout 2023, by leveraging Trilio's ability to capture an applications metadata and data and recovering and restoring the application into a new cloud, Vericast migrated workloads between Mirantis and Canonical OpenStack environments. The project involved reallocating compute nodes and addressing licensing challenges.

In November 2023, Vericast further grew and added capacity to support further cloud growth in the year ahead. The end result was a capacity of up to 50 nodes.



CONCLUSION



Trilio's native integration with OpenStack, cloud-friendly scalable architecture, and value made it the clear choice.

Trilio's solution addressed critical use cases, including backup, restore, disaster recovery, and migration, contributing to Vericast's success in adopting and scaling with open-source technologies.

Vericast's multi-year engagement with Trilio involved initial deployments, expansions, and adjustments to licensing to accommodate the customer's evolving needs.

This case study showcases Trilio's ability to support companies in their journey towards adopting open-source solutions, providing not only a robust backup and recovery platform but also contributing to the success of complex migration projects.



Trilio is a leading provider of cloud-native data protection and Intelligent Recovery software engineered from the ground up to support the scale, performance, and mobility requirements of Kubernetes, OpenStack, and KubeVirt environments. Trilio's design dramatically reduces the amount of time spent on restoration and migration activities and gives IT and DevOps teams complete control over their cloud-native applications. The company has been a Premier Red Hat partner since 2017 supporting OpenShift, OpenStack and RHV.