



SUCCESS STORY

EngageYa

ENGAGEYA | PROBLEM SOLVED

Engageya implemented a NetApp hybrid storage solution that scales up its infrastructure and lowers costs, while maintaining high performance and leveraging the cloud for DR and R&D.

Hybrid Storage Solution Enables Engageya to Scale and Meet Business Growth

To accommodate a high level of operational performance as its business grew, Engageya decided to redesign its storage infrastructure. With NetApp's hybrid storage solution in place, the company easily scaled and improved operations, while cutting costs.

70%

Reduction in premium storage disks

VIRTUALLY UNLIMITED

system testing and quality control

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"NetApp's solution enabled us to improve operations, while enjoying the flexibility of hybrid storage."

Alon Almog
DevOps Manager

CUSTOMER PROFILE

Engageya is a user retention and native advertising platform that works with top media houses and premium publishers, particularly in non-English-speaking regions. With over 35 employees in four offices worldwide, Engageya is the leading native content discovery and advertising platform in emerging markets, enabling advertisers to reach millions of unique users daily, while fully ensuring brand safety. Engageya's clients include Microsoft, AIG, Nestlé, L'Oreal, Philips, Mitsubishi, Honda, Fiat, Samsung, P&G, Oral B, Hewlett Packard, Canon and Vodafone. The company's cutting-edge technology is among the best in the native industry, delivering a 7% average CTR on an entire network, and up to a 100% increase in pages-per-user for publishers' article pages. Engageya leverages its predictive technology to analyze real-time data, including geography, device type, context, verticals and other indicators, in order to match people with topics most likely to interest them. Leading analysis and measurement tools show that Engageya's algorithms generate the best time-on-site increase and bounce-rate reduction in the native market.

BUSINESS BENEFITS

- High flexibility to scale business growth
- Maximum uptime
- Reduced risks
- Accelerated workloads
- Easy connection to the cloud
- Up-to-the-minute disaster recovery
- Virtually unlimited testing capabilities

CHALLENGE

Engageya offers cloud services and a content advertising platform to publishers, advertisers and networks. Originally working with an open-source storage solution on a private cloud, the fast-growing company struggled to efficiently scale up its storage infrastructure without impacting operations. Given the rapidly-evolving environment in which it works, Engageya required a storage solution that scaled to meet business growth, while enabling its developers to carry out complex system testing. And with storage requirements growing as fast as its business, Engageya required a cost-effective solution that could be leveraged over time.

SOLUTION

To tackle these challenges, Engageya rolled back its storage solution from a private cloud to a public cloud in 2016. By the end of that same year, the company decided to completely redesign its storage infrastructure. As a result, it turned to NetApp. Engageya originally explored the option of implementing All Flash FAS (AFF), a unified all-flash array for both SAN and NAS environments. After the two companies worked closely together to best understand Engageya's technical and business needs, the company selected NetApp's Hybrid FAS to meet its data management needs.

The hybrid solution features a number of NetApp technologies: SnapMirror gives Engageya array-based data replication to Amazon Web Services (AWS) and Microsoft Azure, Snapshot offers consistent data backup, and FlexClone enables complex system development and testing, while significantly lowering provisioning time. "After struggling for many months to scale up, the NetApp solution gave us everything we needed and more," said Engageya DevOps Manager Alon Almog. "It enabled us to improve operations, while enjoying the flexibility of hybrid storage."

Engageya's SaaS solution leverages NetApp's Data Fabric approach, enabling the company to manage data wherever it is located – on premium disks, in a data center, or in the cloud – according to Shachar Shinerman, NetApp Israel's Cloud Service Provider Sales Representative. In addition, the solution's efficiencies lead to cost savings and accelerate time to market. "We initially thought of an All-Flash system, but after carefully analyzing the data, we realized that a hybrid storage solution would better suit Engageya's workload," Shinerman said. "The combination of NetApp's futureproof approach and flexibility has significantly impacted Engageya's business."

Engageya's hybrid solution also includes ONTAP Cloud data storage management, which, according to Almog, has been icing on the cake. "NetApp has provided us with value well beyond our expectations," he said. "Besides improving our Flash operations, ONTAP Cloud has enabled us to create a disaster recovery system, while significantly lowering the cost of premium storage disks. The addition of ONTAP Cloud to

the hybrid solution offers us advantages that we hadn't even thought about, as well as the freedom to choose between AWS or Azure."

NetApp's hybrid solution also enables Engageya to achieve faster time to market "With our previous solution, we couldn't conduct this kind of testing without affecting performance," Almog said. "For us to be able to carry out so much complex testing while not worrying about performance is priceless."

From the moment Engageya chose NetApp, its logistics and support teams have delivered the goods. "Once we decided on the solution, NetApp helped us implement it in just a couple of days without a hitch," Almog said. "And since things have been up and running, NetApp has been there for us – not only to solve everyday issues, but also to support the solution's varied features. The company is always available to talk to and advise us whenever needed."

"The addition of ONTAP Cloud to the hybrid solution offers us advantages that we hadn't even thought about, as well as a significant and successful ecosystem."

Alon Almog
DevOps Manager

BUSINESS BENEFITS

Since implementing NetApp's solution in early 2017, Engageya has enjoyed numerous business benefits. First and foremost, the company has achieved its main goal - scaling up its storage infrastructure while improving operations in order to handle its fast-growing business.

By fully leveraging NetApp's hybrid solution, Engageya has delivered value far beyond initial expectations. "With ONTAP Cloud, we've been able to create a disaster recovery system that is very, very important to us," Almog said. "The DR updates data nearly to the minute as opposed to days before, leading to greater uptime and lower data retrieval costs."

The solution has also cut Engageya's premium storage costs drastically. "Before NetApp, we required large amounts of premium Flash disk space for carrying out central logging and provisioning," Almog said. "With the solution in place, we've cut our premium disk needs by 70%, which has led to a huge cost savings."

Given the breadth of the NetApp solution, Engageya can now tap into a full-fledged storage ecosystem that benefits the company in many ways. "We can do so much more with our solution than we had originally planned," Almog said. "NetApp has opened the door to an ecosystem that improves our operations while cutting costs."

SOLUTION COMPONENTS

NETAPP PRODUCTS

FAS8200 with FLASH

FAS8200 with SAS

FAS8200 with NL-SAS

SAN+NAS

Premium Software Bundle

AWS ONTAP Cloud

Azure ONTAP Cloud

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netapp.com/us/products/storage-systems/all-flash-fas/aff8000-series/tech-specs.aspx

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