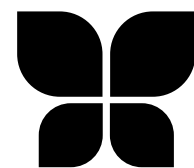




CASE STUDY

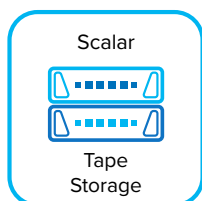
WordFly Gains Fast, Reliable and Secure Backup Storage and Simplifies Management with Quantum Scalar Tape

WordFly delivers a digital messaging platform to make it easy for arts and cultural organizations around the world to engage with patrons through email and text messaging. To store key campaign components for the organizations they support, WordFly needs robust storage with reliable backup capabilities. The company implemented a Quantum Scalar i3 tape library to provide a secure, scalable environment for long-term data retention and fast, reliable data recovery when needed.



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FEATURED PRODUCTS



“The colocation site where the tape library lives is several states away from our team. But the build quality of the Quantum tape library means we don’t have to fly down to the data center for emergency fixes.”

Michael Patrick
DevOps Manager, WordFly



“We had one client blow up their database recently. With the Quantum tape library, we were able to go back a few days and restore client data quickly and easily. Everything ran just like it should.”

Michael Patrick – DevOps Manager, WordFly



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SOLUTION OVERVIEW

- Quantum Scalar® i3 Tape Library

KEY BENEFITS

- **Increased the speed of data recovery**, avoiding long waits for cloud-based data retrieval.
- **Gained easy, cost-effective scalability** for long-term retention of growing client data sets.
- **Reduced the need for in-person administration**, using a highly reliable tape library solution.
- **Improved protection of client data** and gained options for simplifying compliance.

From renowned opera houses and science museums to local theaters and zoos, hundreds of organizations around the globe use the WordFly marketing platform to stay connected with their audience through digital messaging. The WordFly platform, which was built in collaboration with arts and cultural institutions, streamlines content creation and delivery: Clients can log into the SaaS app, use templates to design campaigns, and easily manage delivery of messages. WordFly sends nearly a billion emails per year for those clients.

For the WordFly IT team, a scalable and reliable storage environment is critical for retaining a growing collection of client data. “We store all the data related to client campaigns,” says Michael Patrick, DevOps manager

for WordFly. “In addition to maintaining each client’s database, we store their files and images—which might range from photos of an opera performance to pictures of pandas. Organizations send emails that link to those images, so we need to make sure the images can be displayed whenever emails are opened,” says Patrick.

REQUIRING MORE RELIABLE BACKUPS AND FASTER DATA RECOVERY

For several years, WordFly maintained a local disk-storage backup environment and also uploaded data to the cloud. But a few years ago, the IT team realized they needed to make some changes to this architecture. “We had an incident where our backups weren’t able to restore client data,” says Patrick. “We needed to

improve the speed and reliability of our backup environment.”

Though the team decided to keep the cloud backup as a secondary offsite copy, they wanted to add an on-prem solution that would enable faster data recovery. “It takes a very long time to recover data from the cloud,” says Patrick. “Clients might be willing to accept a 48-hour window for data recovery, but with a cloud backup, it could take a week to restore and decrypt everything. We needed a faster approach.”

ENHANCING THE BACKUP STRATEGY WITH A QUANTUM SCALAR i3 TAPE LIBRARY

To address multiple backup and recovery requirements, the WordFly team decided to explore tape solutions. “Tape offers simplicity and reliability,” says Patrick. “We knew we could deploy a tape library easily and manage it without adding much overhead. And it would take a pretty significant data center event to affect the reliability of tape.”

The WordFly team had first connected with Quantum years earlier and was impressed with the company’s reputation for quality tape library offerings. So, when it was time to make a change, Quantum was one of the first calls. “As soon as we had the recovery failure incident, we reached out to Quantum,” says Patrick.

The WordFly team chose the Quantum Scalar i3 tape library, which they deployed in WordFly’s colocation

facility. Augmenting the existing backup architecture with the tape library enables WordFly to recover backed up client data much more rapidly than downloading from the cloud.

The Scalar i3 tape library also provides simple capacity scaling for the future. “At the moment, we have 25 slots, and we can do everything we need to do,” says Patrick. “But with the Quantum tape library, we know we can expand easily and cost-effectively as our client data grows.”

AVOIDING MANAGEMENT COMPLEXITY

By choosing the Quantum tape library, the WordFly team has been able to add a cost-effective, on-premises layer to its backup architecture without increasing management complexity.

“The colocation site where the tape library lives is several states away from our team,” says Patrick. “But the build quality of the Quantum tape library means we don’t have to fly down to the data center for emergency fixes. Our primary administrative tasks are just managing renewals and buying more tapes.”

IMPROVING BACKUP RELIABILITY AND ENABLING RAPID RECOVERY

With the Quantum solution in place, the long waits to recover data from cloud environments are a thing of the past. Instead of taking a week to restore data, the WordFly team can now have clients up and running in 48 hours or less.

“[W]ith the Quantum tape library, we know we can expand easily and cost-effectively as our client data grows.”

Michael Patrick
DevOps Manager
WordFly

ABOUT WORDFLY

Built in partnership with arts and cultural organizations, WordFly provides a digital messaging platform that helps clients around the world easily connect with their community and expand their audience through email and SMS. The company serves organizations ranging from local theaters to globally recognized brands, supporting approximately 7,000 monthly users across 12 countries.



“We had one client blow up their database recently,” says Patrick. “With the Quantum tape library, we were able to go back a few days in the backups and restore client data easily. Everything ran just like it should.”

INCREASING SECURITY WITH TAPE ENCRYPTION AND QUANTUM ACTIVE VAULT

The WordFly team is now exploring additional unique Quantum Scalar capabilities to enhance protection of client data including encryption and Quantum Active Vault. Scalar support for hardware-based encryption helps ensure that client data stays protected even if tapes or an entire library are somehow breached.

“We currently encrypt the backups and then move those encrypted backups to tape,” says Patrick. “But using hardware-based [tape] encryption will better secure data and enable us to simplify regulatory compliance.”

Meanwhile, Active Vault provides enhanced air gap protection by moving tapes into a secure, isolated in-

library vault partition that is not visible to applications and has no network data access, helping WordFly significantly reduce cybersecurity risks. “Active Vault will allow us to set aside monthly backups of core data,” says Patrick. “Even if there is some type of disaster or breach, we will have critical assets well protected. Our clients can continue engaging their patrons and fans through digital messaging without having to worry about losing campaign data.”

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Quantum delivers end-to-end data management solutions designed for the AI era. With over four decades of experience, our data platform has allowed customers to extract the maximum value from their unique, unstructured data. From high-performance ingest that powers AI applications and demanding data-intensive workloads, to massive, durable data lakes to fuel AI models, Quantum delivers the most comprehensive and cost-efficient solutions. Leading organizations in life sciences, government, media and entertainment, research, and industrial technology trust Quantum with their most valuable asset – their data. Quantum is listed on Nasdaq (QMCO). For more information visit www.quantum.com.

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