



“Our business and customers demands are rapidly developing, and with the help of Hitachi storage we can not only meet these demands but also act in an environmentally conscious way.”

*Uwe Schnepf  
 Managing Director  
 nacamar GmbH*



## nacamar GmbH

### INDUSTRY

Services: Web and Internet Protocol TV

### SOLUTIONS

**Storage Management, File and Content, Modular Platform, Green Solutions**

**Hardware** — Hitachi NAS Platform 3100, powered by BlueArc® (2), Hitachi Adaptable Modular Storage 2300 (2)

**Software** — Hitachi NAS Platform, powered by BlueArc (2 licenses); Hitachi Storage Navigator Modular 2, Hitachi Device Manager

**Services** — Provided by Hitachi TrueNorth Channel Partner CSE Unternehmensberatung-EDV GmbH

## Hitachi NAS Platform Supports Massive Media Delivery Network for German Broadcasting Corporation nacamar

To meet the growing demands of its WebTV and IPTV (Internet Protocol Television) customers, nacamar selected Hitachi NAS Platform to host its Media Delivery Network. Using Hitachi storage, nacamar was able to create, for the first time, a media/data center with over 20TB of video-on-demand content in Flash format.

nacamar GmbH is one of Europe's leading streaming providers. Every day, Internet users worldwide access audio and video streams live and on demand from nacamar servers.

Along with the standard additional streaming services like encoding, satellite reception, access management with SecureLink/Digital Resource Management (DRM), GeoIP location and payment integration, nacamar distinguishes itself from its competitors with its own Media Delivery Network. This network is one of the largest and most powerful Flash streaming server platforms in Germany, delivering more than 75Gb/sec.

nacamar provides its customers with all tools and solutions they need in order to bring their content quickly and profitably onto the Internet. A recent example of this is nacamar's award winning online video service, medianac®, which includes video upload, content management, indexing, player configuration and content

syndication, as well as video ad integration and distribution over the Atlas Solutions AdServer.

### The Search for High Performance, Scalability, Connectivity

To develop medianac video platform's online storage as part of the media/data center project, the requirements regarding performance, scalability, connectivity and protocol support were extremely high, especially as another storage provider had already failed at implementation stage. Significant factors in this project were the extremely high data throughput of approximately 900MB/sec and 97,000 SpecSFS IPOS (benchmark for NAS system performance) per system knot in the Media Delivery Network. In addition to the high standards of the media center operators, whose Flash media content must run completely on the new system, nacamar also needed the new system to provide

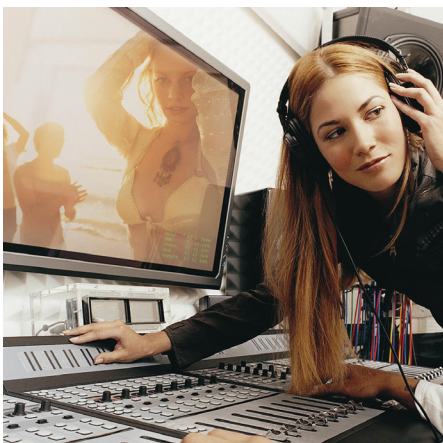
performance support in the near future for all video formats hosted on the Media Delivery Network.

nacamar's media center project allows its customers to have a dual 10 Gigabit Ethernet connection for internal data traffic, a memory with an initial capacity stage of approximately 30TB net per knot as well as access to data via the CIFS and NFS network protocol. To protect and increase availability, an IP-based real time replication was already provided to redundantly administer the data in the Frankfurt computing centers. Further parameters in the storage solution environment meant that the actual access to data is read only, though every day up to 7GB of new data can be added.

### CSE Proposes Hitachi Data Systems Solution

The solution offered by CSE Unternehmensberatung-EDV GmbH, a Hitachi TrueNorth Channel Partner, is based on Hitachi NAS Platform 3100, powered by BlueArc®.

Hitachi NAS Platforms deliver the required data throughput and IOPS, best scalability and connectivity, as well as the crucial protocol support (NFS and CIFS). The systems also support the possibility of virtualizing memory pools, which would allow the nacamar memory environment to grow to more than 4PB without disruption,



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with linear performance scaling. Future customer requirements, such as parallel downloads and hosting for new media customers can be served simultaneously.

The entire environment is managed using a centralized system management unit, lowering administration costs and reducing complexity. Plus, if nacamar needs to further expand its environment, this will always be simple and straightforward due to the modular design on Hitachi NAS Platform.

One of the key reasons CSE proposed the two Hitachi NAS Platforms was the solution's multiclient capability, since nacamar intends to move all customers gradually to the storage system. The Hitachi Data Systems solution also met the other requirements, including the consolidation of isolated solutions, lower space and energy consumption, and a low total cost of ownership.

As the previous provider failed during operations because of the high performance requirements, and a great deal of time was lost, nacamar needed to act quickly. The entire project and its implementation, which led to a reliable and efficient solution, was completed in barely six weeks.

### **Solution Delivers Performance Excellence, Cost Savings**

Following implementation, the system was operated immediately by nacamar's customers, and has run since then without restrictions or performance problems. With CSE's Try&Buy concept, the installation could be set up directly in the operational environment and then, after the extremely successful trial phase, immediately set up for active operations.

Upgrading the Hitachi NAS Platform 3100 server to the 3200 model can be done with a simple exchange. As a result, the Hitachi Data Systems warranty is extended from the date of the upgrade, allowing long term support costs. Licenses initially acquired by nacamar can be used after the upgrade. The full solution package offers an extremely economical, technically advanced solution for the future. Since a Hitachi NAS Platform node's chassis is configured for 40GB/sec throughput, there are sufficient resources for the next hardware generation.

Hitachi Data Systems and CSE delivered a highly flexible platform, and by working in close partnership with the customer, were able to offer nacamar reliable and easily implemented storage solutions. When combined with virtualization, this resulted in significant cost savings when compared to conventional solutions. The Hitachi solution also offers significant reductions in electricity and air conditioning use, making it both economical and green.

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