





#### **About Imagination**

- ▶ Founded in 1975 and remains a privately held UK firm
- > 700 users across 19 global locations, headquartered in London
- Experts in creating brand experiences
- It solves our archiving issues, it solves our DR / BC issues, it solved the concept of having a single source of truth for all our data

Abz Mungall – Solutions Architect

# Supporting A Global Creative Brand Agency To Cope With Exponential Storage Growth On A Global Scale

Imagination called on partners Nephos Technologies, and leading hybrid Cloud storage provider: Nasuni, to deliver a unified storage platform across 25 global locations

## **About Imagination**

Imagination is totally committed to being a creative agency in everything that they do. There is only so long that a business or a consumer brand can be slimmed down, reengineered, streamlined, out-sourced or procurement reviewed. Sooner or later the removal of waste has to be replaced by the addition of value. That's where we come in. The ability to create ideas and opportunities that in turn creates profits.

Wherever you look in the consumer world, brands are increasingly valued by the experiences they offer, not by the messages they project. Sceptical consumers don't want to listen to what brands say, they want to experience how they behave. Imagination have moved from the world of USP (unique selling proposition) to UExP (unique experience proposition). At Imagination we are experts in creating experiences for brands that create more memories than any message.

### The Challenge

As an organisation Imagination has grown organically, likewise so has their storage infrastructure, with a combination of high end and bespoke storage systems deployed across their global locations. Traditionally Imagination have used on-premise storage solutions, with some isolated silos of Cloud storage in use for specific project work.

As the storage infrastructure has grown in volume (around 2TB per month in the UK alone) as has its complexity, making it time consuming and inefficient to manage. Expensive tier one storage was being used to house what was effectively archive data due to the amount of time it takes to retrieve data from tape. As the company expands on its use of 4K and 8K video these issues will only worsen.

The overall cost of managing Imaginations storage environment was becoming unmanageable, equally, being an events driven business, the availability of Imaginations data is a top priority. The ability to create content in one location and then distribute that on a global scale on demand was something that the business were looking to achieve to streamline the way in which they operate - traditional storage approaches made that almost impossible.



#### The Solution

Imagination looked at alternative delivery approaches but what quickly became clear was that leveraging the power and scale of Cloud storage was the most sustainable long-term strategy. Cloud storage alone does not provide a silver bullet though considerations need to be made regarding access, performance and the ability to collaborate on documents - things that can only be delivered by using a Cloud storage gateway (CSG).

Imagination considered a number of alternative solutions (Panzura and Amazons storage appliance) but felt that none were mature enough, or carried the depth of features that was available through the Nasuni platform. Following an extensive global proof of concept, Nephos and Nasuni were selected as the preferred storage solution moving forward by Imagination.

The scope of the project involved Nephos' deployment of the Nasuni solution across 19 of Imaginations global locations, with a combination of physical and virtual Cloud integrated storage appliances, linked to Imaginations Amazon Web Services (AWS) infrastructure to provide a single global storage pool.

#### The Benefits

The Nasuni solution deployed by Nephos Technologies provides some key features

- Local file access performance at branch locations
- Consistent backup of global data sets
- A global file system to enable collaboration
- A platform that enables in place upgrades and on-demand capacity increases

The Nasuni solution that Nephos Technologies has provided to Imagination has led the business to realise significant benefits that traditional storage approaches could not deliver:

- ▶ The ability to scale at pace on a regional basis
- Increased speed to market when bringing new services or locations online
- A platform that can support future use of 4K and 8K video content without constant capital investments
- > Simplifying capacity planning by removing the physical and commercial constraints of traditional storage
- ▶ The ability to simply move users and workloads without the cost and complexity of forklift upgrades

Utilising Cloud storage gives you scale... I would say it's something that every company should consider 11

Abz Mungall - Solutions Architect

# **About Nephos**

Nephos Technologies is the UK's first independent Cloud Services Brokerage (CSB); helping businesses seeking to develop, implement and optimise their Cloud strategy.

Nephos Technologies can work with your business in a number of ways, whether that's developing a Cloud strategy, helping you to migrate into the Cloud, or delivering Cloud compute and storage infrastructure; we make sure that you get best value.

Without their own Cloud infrastructure to provide, Nephos are uniquely positioned to be able to do so independently.