



SUCCESS STORY  
Service Provider



ASE | PROBLEM SOLVED

With NetApp Private Storage and StorageGRID Webscale, ASE enables customers to move and manage data on demand—while saving up to 75% on storage costs.

# ASE Builds New, Innovative Cloud Services on NetApp

Australian cloud provider ASE wanted to offer customers ways to manage their own data in a public cloud, via a simple and straightforward web portal. Using NetApp Private Storage and NetApp StorageGRID Webscale, ASE enables customers to leverage new features such as the ability to move and manage data on demand.

UP TO **75%** STORAGE SAVINGS



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Beginning life as an IT break-fix organisation, ASE has matured into one of Australia's Top 10 Most Trusted Cloud Providers (Longhaus Review, 2012). This transition was a deliberate and strategic move.

“Right from the start we were determined to build a reputation for the best cloud technology, the highest levels of security and the best service,” says CEO of ASE, Andrew Sjoquist. “So we selected NetApp and Cisco technology exclusively.”

Now with a data centre network spanning the USA, Australia, New Zealand, and Singapore, ASE supports over 200 companies ranging from small to medium enterprises to some of the world's largest corporate organisations including First Wave, EzyPay, AW Edwards, Silver Trak Digital and several global media companies. The company has chosen to work with NetApp as they provide the data management features and innovations that ASE customers need from their cloud services. ASE has become known for its top shelf public, private and hybrid clouds supported by smart solution design and dedicated 24/7/365 technical assistance.

### GETTING AHEAD WITH SMARTER CLOUD SERVICES

With the cloud services sector heating up, ASE wanted to do more

than simply compete on price. They wanted to offer ways for customers to manage and control their own data in a public cloud, through a simple web portal.

Since ASE was already using NetApp and had data centres with high-speed links to hyperscalers, this was a smart step. ASE selected NetApp Private Storage (NPS) and NetApp StorageGRID Webscale to develop two new cloud services for its customers.

Both solutions would enable customers to manage and control their own data through ASE's web portal, Cloud Track. They also allow customers to eliminate capital investment and co-location overheads, while relying on strict service level agreements and dedicated 24/7/365 monitoring.

### NPS-AS-A-SERVICE

ASE used NetApp Private Storage (NPS) to give customers flexibility as to where their data is actually stored—AWS, Microsoft Azure, IBM SoftLayer, or ASE's own systems—with easy portability to another service.  This design means customers can move their data quickly and easily between cloud providers, because their data resides close to the cloud, not in it. The service is also extremely fast, thanks to high-speed access provided by



ASE Founder and CEO Andrew Sjoquist and Operations Manager Andrew Kelly discuss how NetApp storage provides ASE customers with innovative cloud services.

Direct Connect and ExpressRoute links.

NPS-as-a-Service is coupled with ASE's web portal, Cloud Track, making everything simple and straightforward for customers to manage. Through this portal, ASE customers can enjoy all the perks of a full-featured cloud platform with simple billing, management, and control.

Sjoquist is impressed with NetApp's technology. “Using NetApp storage we can offer cloud services with the features our customers need,” he says. “This includes the ability to manage their own data, move it on demand, have reliable back-up and disaster recovery—and significant cost savings.”

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Andrew Sjoquist  
CEO, ASE

## STORAGEGRID- AS-A-SERVICE

The second service offering ASE developed with NetApp was an always-on “mesh” storage solution. Based on NetApp’s StorageGRID Webscale, it enabled ASE to offer object-based storage at a cost per gigabyte. This means the company can even compete with powerful hyperscale architectures like AWS and Microsoft.

StorageGRID-as-a-Service is ideal for ASE’s media and entertainment customers, who need rapid access to petabytes of data in an “active archive” from anywhere in the world. Since they introduced it, ASE has experienced strong and growing demand for this service.

It is also popular with companies who need reliable distributed back up, because StorageGRID-as-a-Service gives customers immense control over their data. Customers can set rules that determine where and how their data is stored, as well as maintain control over storage locking and cloning.

StorageGRID-as-a-Service ensures a high volume of data is always

accessible globally, because multiple copies of that data are spread across geographic locations. Data integrity is also paramount.

StorageGRID-as-a-Service ensures customer data is fully maintained as it moves between locations and ages over time, to prevent against corruption. Customers can also determine where and how their data is stored, depending on where it is in its usage lifecycle.

## ADDED SAVINGS MAKE FOR HAPPY CUSTOMERS

ASE customers who moved from file-based storage to StorageGRID have saved up to 75% on storage costs.  Media and entertainment take-up is also impressive, with as much as 15% of Australian media content now being managed through the service.

It’s not just about costs—performance has improved too. “As we tune the solution, customers see quite remarkable impact on their network performance and storage performance,” says Sjoquist.

On top of the customer’s freedom to control their own data, ASE’s

## BUSINESS BENEFITS

- ASE can now offer the cloud features its customers require, such as the ability to move and manage data on demand.
- ASE can compete with large hyperscalers like AWS and Microsoft Azure, through a predictable and affordable cost-per-gigabyte model.
- Customers who moved to ASE’s new StorageGRID service saved up to 75% on storage.
- Up to 15% of Australian media content now flows through ASE’s StorageGRID platform.
- NetApp’s ongoing R&D investments keep ASE at the forefront of innovation, so it can continue to introduce competitive new products in the future.

new products are provided as managed services. This brings even further benefits. Customers need only pay for the storage they actually use on a monthly basis, which relieves heavy capital expenditure in lieu of a financed commercial arrangement.

The benefits are positive for ASE too, says Sjoquist. "We've had a strong return on investment from our NetApp investment. We've also developed a great partnership that will help us innovate

and prosper in the dynamic cloud services business."

### A LEAN COMPANY THAT'S BIG ON INNOVATION

ASE's new cloud services are the result of the productive collaboration with NetApp. NetApp has worked closely with ASE to understand the company's roadmap and business goals, helping them push the boundaries to innovate.

Sjoquist has praised the positive relationship, citing the advantages of NetApp's massive research and

development capacity. "We don't have the R&D investment of a major company, so we rely on the innova-

### SOLUTION COMPONENTS

#### NETAPP PRODUCTS

NetApp Private Storage

NetApp StorageGRID Webscale

tion of NetApp to stay at the leading edge," he says. "We also count

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