CASE STUDY

Trailer Park Successfully Virtualizes Business-Critical Servers with Tintri VMstore™

VMstore

Trailer Park is the world's leading entertainment marketing agency with headquarters in Hollywood, CA and regional offices in New York City and London. With twenty years of experience in entertainment marketing, Trailer Park is a full-service agency and fully-integrated production studio for a broad spectrum of clients, including theatrical, television, home entertainment, video games, publishing, music, brands, and more.

The Challenge: Existing Storage Requires Specialized Skills to Manage

Trailer Park wanted to consolidate its business-critical applications from physical servers to virtual servers and replace its increasingly inefficient SAN storage with high- performance shared storage. Trailer Park also wanted to leverage flash-based storage to deliver better performance in a smaller footprint.

Trailer Park IT wanted to consolidate its servers by virtualizing most applications. They used traditional Fibre Channel (FC) block-storage for the existing servers. "We were virtualizing and deploying shared storage systems for the first time, so we had an opportunity to do it right and learn from mistakes others had made before us. We also wanted to leverage a flash-based storage system to provide sufficient performance for our business-critical applications and reduce the storage footprint to help keep costs down," said Michael Forester, IT Director at Trailer Park.

"We wanted to deploy storage that would be simple to manage. Servicing and troubleshooting storage in our physical environment was difficult for our small team, which manages the entire IT infrastructure. Dedicating staff to manage shared storage was not possible," said Forester. "Since we were deploying dedicated storage for the virtual environment, we wanted a storage system that offered virtual machine-level manageability and visibility for monitoring and troubleshooting. Most of the storage solutions we evaluated, including our existing storage, required complicated plug-ins and still didn't provide management visibility at the VM-level."

Performance was another major consideration for Trailer Park, since they were consolidating storage from multiple physical servers on to a shared storage system. "We wanted to ensure our new storage not only had sufficient performance, but could support more workloads as we grew our virtual infrastructure," said Forester.

The Solution: Tintri VMstore

"We chose Tintri VMstore for our environment for its affordable performance, ease of use, and small form factor," said Forester. "VMstore is one of the easiest systems I have ever set up. It just runs and we don't have to worry about configuring or managing LUNs and volumes."

Trailer Park successfully virtualized its infrastructure and key applications, and met all of its storage requirements with Tintri VMstore. "VMstore's innovative use of flash was one of the big differentiators to us. All of our workloads run directly in flash, which gives us excellent performance—at a lower cost than other shared storage options," said Forester. "Ever since we virtualized our accounting system databases on VMstore, queries that used to take minutes now take seconds, greatly enhancing user experience. The best part is that the VMstore has performance reserves for future expansion as well."

The Result: Cost-Effective Performance; Increased Efficiency

"VMstore's model fits right in with our approach to enterprise IT infrastructure. Tintri VMstore provides more actionable per-VM metrics than any other storage I've seen," said Forester. "Given the simplicity of the interface, we don't need SAN specialists to manage the shared

Challenges

- Existing FC storage required specialized skills and was cumbersome to manage and troubleshoot
- Needed to meet demanding VM performance requirements, in a cost-effective small storage footprint
- Wanted simplified storage management and troubleshooting that fully supports a virtualized environment

Solution

- Tintri VMstore

Results

- Simple VM-level management for reduced operational costs
- Cost-effective storage performance for virtualizing infrastructure VMs
- Server and storage consolidation for increased operational efficiency

Tintri
Intelligent Infrastructure

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Trailer Park also reduced data center operational costs by virtualizing the infrastructure. "Our data center runs about fifteen degrees cooler with server and storage consolidation, reducing our operational costs substantially," said Forester. "The small footprint of the high-performing VMstore system is a major contributor to the savings."

Tintri VMstore's VM-aware storage and cost-effective flash-based performance allows Trailer Park to take full advantage of virtualization for its business-critical applications, simplifying its server and storage infrastructure and operational management. "Tintri VMstore runs flawlessly and is the best part of the virtual infrastructure. We haven't had to manage the VMstore system since we set it up," said Forester. "The unique VM-aware architecture provides integrated VM-level management and makes managing storage effortless."

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Michael Forester, IT director at Trailer Park

Experience Different! For more information on how Tintri VMstore can turbo-charge your business success through a simple, Intelligent Infrastructure, visit tintri.com/vmstore.