



Performance and Reliability Soar for Social Media Analytics Company with Nexenta and HGST

Tracx

Global including Israel, UK and New York
Social Media



System configuration

Storage Software: NexentaStor High Availability Cluster

Capacity: 64TB

CPU: 2 x Intel E5-2670 per server

Memory: 64GB

SSD: HGST 150GB

Networking: 2 x 1G Link (Management), 4 x 10G Links (Storage)

Business Overview

Established in 2010, Tracx provides a Software-as-a-Service (SaaS) platform to help companies manage, interact, plan and monetise their social media activities intelligently. The Tracx solution indexes the entire social web to deliver a 360 degree view of a brand, and allows marketers to sift through massive amounts of social data to deliver geographic, demographic and psychographic insights; it also supports planning, monitoring, engaging, and measuring influencers all in one place. With 20% year-over-year growth, Tracx's next generation enterprise social media management platform is quickly gaining momentum with operations in the US, Europe, Australia, Brazil, Argentina, South Africa, and Israel.

Challenges

When it launched the SaaS programme, Tracx decided it needed a storage solution that offered extremely high performance and 100% reliability to underpin the mission critical database that runs the real-time analytical section of its social media platform. The company was looking for a solution that was open, to avoid the danger of being held hostage by proprietary vendor lock-in. Tracx chose Nexenta because of its open storage credentials, ZFS foundation and the competitive total cost of ownership (TCO).

Due to budgetary constraints, the company initially opted to use low cost SAS solid-state drives (SSDs) for its all-flash array instead of the enterprise-class HGST SSDs recommended by Nexenta. Tracx experienced problems with the SAS SSDs from the beginning. Five were faulty on delivery and the company suffered weekly disk failures, forcing it to replace, amend and fix drives on a regular basis, inadvertently causing more expenditures in the form of system downtime and resources.

The Solution

Tracx worked with Nexenta to try and correct the SAS SSD issue, but nothing solved the issue due to the unreliability of the drives. The last straw came when six drives failed simultaneously, causing Tracx to lose valuable data. The company decided that although cost was an issue, reliability was more important for its data, especially for mission-critical, real-time analysis.

Realising that it would need to install SSDs that could ensure reliability, consistency of performance and business continuity, Tracx replaced its unreliable SSDs with 150GB SSDs from HGST.

Nigel Edwards, Vice President of EMEA Sales and Channel Marketing at HGST, said: "For companies like Tracx that are working with real time analytical, mission critical data, SSDs are the perfect solution. But as Tracx has experienced, not all enterprise-class SSDs are created equal. Enterprise SSDs from trusted vendors like HGST are the only way organisations can help protect against drive failures and degradation."

Erez Zarum, Dev Ops Team Leader at Tracx, said: "We originally implemented Nexenta with low-grade SSDs but experienced drive failures on a weekly basis that eventually led to data loss. We took Nexenta's advice and replaced the incumbent SSDs with drives from HGST and have been amazed with the difference in performance and reliability."

"With the new SSD solution from Nexenta and HGST we have created a solution that will continue to scale with us. We now have 24/7 business continuity and ultimately have a solution that we can rely on. The environment can be scaled to cope with our annual growth while the total cost of ownership (TCO) remains low."

Erez Zarum, dev ops team leader at Tracx.

NexentaStor Benefits

Since implementing the All-Flash solution Tracx has reported improvements in performance, capacity utilisation and reliability, with no disk failures to date. IT administrators at Tracx have been able to easily manage the highly available (HA) storage environment and the high level of IOPS created without suffering performance degradation. It has 24/7 business continuity and a system not threatened by vendor lock-in so the company can scale easily to cope with its annual growth without having to change the base solution.

Business Impact

- NexentaStor with HGST SSDs provides resilience and scalability
- No vendor lock-in so no danger of being forced to follow an expensive and inflexible proprietary upgrade path
- NexentaStor's open storage credentials, ZFS foundation and competitive total cost of ownership deliver significant benefits to Tracx
- HGST enterprise SSDs cut disk failures from five a week to none in a year
- HA Cluster option provides significant resilience and redundancy capabilities, enabling 24/7 business continuity

