

# Wirehive

## Case Study

### Wirehive Opts for NexentaStor to Host UK's Leading Digital Agencies and Brands

Farnborough, UK  
[www.wirehive.net](http://www.wirehive.net)  
Hosting



#### Summary

**Challenge:** Handle the peak demands of customers' marketing campaigns

**Solution:** NexentaStor High Availability (HA) Cluster

**Platform:** Supermicro, HGST, VMware

**Use Case:** Server Virtualization / Service Provider

#### Benefits:

- Lower Total Cost of Ownership (TCO), plug-n-play implementation
- Massively scalable storage environments with end-to-end data integrity
- Efficiency, reliability, and resilience
- Integration with VMware to support virtualized environments and multiple storage protocols
- Multi-platform and workloads support

#### Business Overview

Founded in 2011, Wirehive is an expert and agile cross-platform hosting company that works exclusively with digital agencies and their clients, becoming a critical part of brand and agency teams producing award-winning campaigns, websites, and applications. Serving as the managed hosting expert, Wirehive builds and manages customized hosting solutions with a superior level of support.

Wirehive hosts some of the most prominent digital agencies and brands in the country, including Instinctif, Nice (part of the Karma Communications Group), and The Independent.

Wirehive provides public, private, and hybrid cloud services to its clients through virtual dedicated servers running VMware. The company offers both Linux and Windows platforms, as well as expertise for specialist proprietary platforms such as Sitecore for content management and Magento for e-commerce.

#### Challenges

Wirehive needed to evolve the storage solution supporting its public cloud offering so that it could provide the scalability, flexibility, and stability to deliver significant growth in services and handle the sudden bursts of activity aligned to marketing campaigns.

*"We have no intention of using anything else apart from NexentaStor. As far as we're concerned it's the best solution out there."*

Simon Green  
Technical Director  
Wirehive

Wirehive's existing Dell 3300i solution was already proving inadequate to the demands being placed on it and incapable of scaling up to meet the company's growth requirements. Wirehive considered options from Equallogic and EMC but ruled them both out due to cost.

Simon Green, Wirehive Technical Director says: "We were struggling to find a storage solution for our public cloud offering that would provide the performance we required without us having to pay over the odds for a big brand name." Many vendors seemed to offer appropriate solutions but they required the company to pay extra costs to unlock the features Wirehive needed.

## System Configuration

- 82TB Capacity
- NexentaStor
- Supermicro SuperStorage Server 6027R-E1R12L
- 256GB System Memory
- Supermicro SuperChassis 847E26-RJBOD1
- 41x 2TB Seagate SAS Drives
- Two STEC ZeusIOPs 200 GB SSD
- Two STEC ZeusRAM SSD

## Solution and Benefits

### Solution

Through a reseller, Wirehive came into contact with Nexenta. After evaluating the NexentaStor solution and its underlying ZFS technology, Wirehive was quickly convinced of its merits. "We were pretty much sold on the technology even before we saw the pricing," Green says.

Pricing was another major advantage. "With the Nexenta solution you get all the features straight out of the box without having to pay more to unlock additional features," Green explains.

Wirehive opted for the NexentaStor High Availability (HA) Cluster with 82TB on a mixture of disk formats including HGST SSDs, Zeus RAM, and RAID using hardware from Supermicro. The HA option provides significant resilience and redundancy capabilities. Active failover capabilities for NexentaStor servers eliminate a NexentaStor server as a single point of failure. HA Cluster manages and controls the shared storage.

The ease of use and management of NexentaStor, and its ability to run on industry standard hardware, made it possible for Wirehive to install and implement most of the solution on its own with support from Nexenta.

### Benefits

As a long standing VMware user, Wirehive was very impressed by Nexenta's close integration with VMware's technology.

NexentaStor provides a platform for virtualizing critical applications while ensuring performance, reliability, and scalability. It provides application integrity, manageability, business continuity, and lower TCO.

The ZFS foundation of NexentaStor provides Wirehive with a strong technical foundation for massively scalable storage environments, a virtually unlimited number of snapshots, free versioning, and high granularity of data protection. In addition, NexentaStor supports a wide range of protocols for unified storage including CIFS, NFS, iSCSI, and Fiber Channel.

Nexenta provides Wirehive with the flexibility and scalability to support tailored campaigns for customers and has proven its ability to handle short sharp bursts of heavy activity. For instance, the company was involved with a campaign by Atlantic Records for the UK launch of an album by US rock band Paramore. The campaign, which involved a treasure hunt for 60 free tickets hidden in London, ran for only four hours but generated huge amounts of traffic. Fans had to send tweets and Instagram pictures using a specific hashtag to unlock the location which then became available on a specially built website that launched the physical treasure hunt for the tickets.

The reliability and scalability of Nexenta have completely won over Green and his team at Wirehive. While they have tried many different solutions from many vendors during their careers, "The resilience of the Nexenta solutions beats them all," says Green. "We have no intention of using anything else apart from NexentaStor. As far as we're concerned it's the best solution out there."

### Impact on Wirehive's business

NexentaStor provides the scalability, flexibility, resilience, and reliability required for Wirehive to provide effective hosting and digital marketing services to digital agency customers.

By choosing NexentaStor to replace its previous systems, Wirehive is saving money by avoiding being locked in to vendors' expensive and inflexible proprietary upgrade paths.



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