



SUCCESS STORY
Retail

EDGE[^]
BY ASCENTIAL

EDGE BY ASCENTIAL | PROBLEM SOLVED

Edge by Ascential took control of data growth, reduced costs, and accelerated development of new offerings that help leading consumer manufacturers stay ahead of their competition.

Edge by Ascential Brings Online Customer Insights to Manufacturers

Edge by Ascential delivers sales insights and solutions to manufacturers in the online space. The company deployed NetApp Private Storage (NPS) and NetApp ONTAP® Cloud for AWS to gain control of fast-growing storage costs caused by ever-increasing data growth. The savings and speed of the solution enable Edge by Ascential to quickly innovate new products and accelerate reporting. This helps manufacturers better understand customers and how their products are positioned in the competitive e-commerce economy.

Another NetApp solution delivered by:

 **LOGICALIS**
Business and technology working as one

67%
in storage cost savings with deduplication and compression

Reduced the time to clone data from
3 days to
15 minutes

 **NetApp**®

“We got all these benefits from ONTAP Cloud. Deduplication and compression alone reduced our storage requirements and costs by 67%. It was amazing.”

Chris Duffin
Director of Operations, Edge by Ascential

E-commerce has changed the way consumers research, compare, and purchase products. More people are shopping online than ever before, and projections point to continued growth year over year. For manufacturers and retailers, online shopping comes with a unique set of challenges. Understanding customer behaviors and tracking product sales at a granular level are critical to success. Companies are looking for fast, comprehensive insights to help them compete effectively.

In 2012, Edge by Ascential launched with a vision to pull data from leading online retailers and use it to develop reporting and actionable insights that manufacturers use to maximize digital shelf performance. “We go to portals like Amazon, Walmart, and Target and pull in data about how products are performing,” explains Chris Duffin, Director of Operations at Edge by Ascential. “Our customers are the biggest brand owners in the world—companies like Unilever and P&G. The information we provide from the data we manage is absolutely critical to their business.”

When Edge by Ascential launched, they moved quickly to get the company off the ground. “Time to market and quality of the offering were the most important things for us, so we expedited all of our infrastructure decisions and went directly to AWS,” says Duffin. “We built everything in the cloud—compute and storage. But as the business grew, our storage needs exploded.”

After just 5 years, customer acquisition and new product development dramatically increased the company’s data ingestion rate. Edge by Ascential’s infrastructure needs inverted from 80% compute and 20% storage to 40% compute and 60% storage. “We realized we needed to pull the storage out of the cloud or it was going to break the bank,” says Duffin.

The company engaged with Logicalis, a NetApp partner in Ireland, who proposed the optimum solution based on Edge by Ascential’s specific requirements. “Migrating their storage to an on-premises facility while keeping compute in AWS

was the best solution for Edge by Ascential,” explains Sandra Dunne, Sales Manager at Edge by Ascential. “Leveraging NetApp Private Storage and ONTAP Cloud was a perfect fit for their needs.”

In 2017, Edge by Ascential began migrating its data infrastructure to NetApp Private Storage and a NetApp AFF solution in a colocation facility that connects to AWS for compute capabilities.

67% LESS STORAGE = 67% LESS COST

The Logicalis team advised Edge by Ascential through the purchase and migration. “We used NetApp OnCommand® Insight to rightsize the solution and ensure they had the right resources without overspending,” explains Dunne.

Before moving its data, Edge by Ascential tested the solution with ONTAP Cloud in its AWS infrastructure. The savings were immediate.

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Another benefit came with NetApp FlexClone® thin-cloning technology. In the AWS environment, Edge by Ascential development teams all used a single central database. “People were stepping on each other’s toes trying to do development projects,” explains Duffin. “FlexClone technology enables us to give each team their own copy of the database without any storage impact. It’s helping us speed product development dramatically, and that translates to a competitive advantage.”

“Before implementing NetApp, it took 3 days to present a database to the development team for UAT; using FlexClone, we can now do this in 15 minutes.”

MORE VALUE AHEAD

Edge by Ascential is completing its colocation migration and taking full advantage of a truly hybrid cloud infrastructure. “We want to be cloud agnostic,” explains Duffin. With NetApp NPS, the company will be able to use compute resources not only in AWS, but also in Microsoft Azure and Google Cloud, for example. This will allow Edge by Ascential to move workloads from one cloud provider to another for better pricing and have the ability to fail over between cloud providers.

The new infrastructure will also help speed enhancements to Edge by Ascential products. “Customers are looking for us to provide data and reporting on a more frequent cadence—sometimes even hourly,” says Duffin. “When our storage was in the cloud, it wasn’t possible. It was just too expensive. With NetApp, we can easily scale to meet this demand.”

SOLUTION COMPONENTS

NETAPP PRODUCTS

ONTAP Cloud for AWS

NetApp Private Storage

FAS

OnCommand Insight

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