



# SVF redefines data management with cost-saving with Minfy Technologies

Minfy™ a born in the cloud firm, is committed to helping enterprises with its impeccable IT solutions in the cloud Era, We help the organizations to move forward in the digital world by changing the way they use IT, For over 5 years, we have dedicated ourselves to providing the best in class & well-architecture cloud solutions to customers, We are committed to delivering today's best-of-breed cloud solutions to the organizations, We pioneered ourselves on SAP on cloud, NextGen Managed Services, DevOps, CI & CD , AI/ML & Micro services.

## ABOUT CUSTOMER

SVF Entertainment Pvt. Ltd is a media and entertainment company headquartered in Kolkata. It produces Bengali films and distributes Bengali, Hollywood and Bollywood films in Eastern India. Started in 1995 with film distribution, it has gone from ac two-people company to one of the biggest media and entertainment houses in Eastern India, always committing to provide the maximum viewing values to its audiences in this digital age. The company has redefined the scope of meaningful entertainment on a budget and always strives to explore innovations to seamlessly drive authentic content across platforms.



# The Problem

## DATA MIGRATION

### TB'S OF DATA TO MIGRATE TO CLOUD

The client has a massive inventory of data. Managing and migrating such a large stream of rich content required extensive expertise and implementation of problem-specific solutions. Unlike hard drive, tapes are not random access media and leave cost and time-consuming outcomes for proper data restoration.

## CONTENT MANAGEMENT

### SEAMLESS INTEGRATION WITH CONTENT DELIVERY

SVF continually submits new content on its platform and anticipates seamless media consumption for its target audience. The tap drive backup system because of its portability and adaptability limitations made it relatively challenging to provide their audience with instant and endless access to content-rich programs.

## STORAGE COST

### COST CONTROL MANAGEMENT

The company wanted to achieve cost control outcome and eliminate expensive existing undertakings, while retaining their expectations in performance, stability, compatibility, and compliance. The fast growing data created high operational and management expectations but at the same time imposed budgetary pressures.

# The Expectations

The company wanted to re-imagine its default backup and recovery plan. Using tape drive posed a series of functional burdens. Despite being one of the oldest data backup systems even in use today, tape often tends to be unreliable, face unavoidable compatibility issues, requires expensive maintenance focus, has storage capacity limitations and portability complexities. Tapes lead to higher costs in employee involvement and require time and storage facility transformation for addressing the evolving business priorities in this digital economy. The client wanted to reduce the costly under taking and achieve usability, security, cost savings, collaboration, convenience and synchronization benefits. It wanted to adopt a proven architecture that leads to true growth, handles the TB's of data it processes digitally, and continually creates new opportunities to improve its user experience for better engagement and value creation.



# The Solution

## Technologies used

### AWS Snowball

It is a petabyte-scale data transport solution for securely transferring massive amount of data into and out of the AWS Cloud. Using this simple, fast and secure solution can help the client eliminate concerns of high network costs, prolonged transfer times, and security challenges. Snowball always proves to be best-fit if you frequently face massive backlog of data, operate from a relatively isolated environment and lack continued high speed Internet connection.

### AWS Storage Gateway

It a simple way to connect to the cloud for storing volumes of media content. Easy hybrid cloud connection, Global access and distribution, Scalability and flexibility make AWS Storage Gateway paired with Amazon S3, truly valuable.

### Amazon S3 Glacier

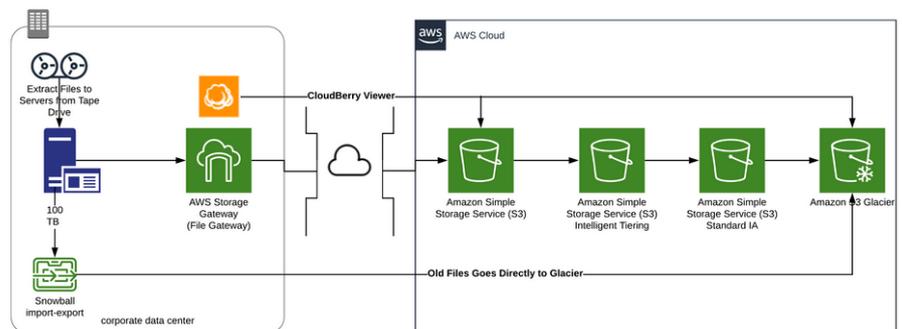
It can provide affordable cloud storage service for data archiving and long-term backup, along with durability, security and compliance. It is an affordable storage service that offers durable storage with optimal security features for data archiving and backup.

Minfy offered setting up a VTL Gateway for them to archive the data on their tape drives directly to Glacier. SVF wanted to completely eliminating their tape drive eco system and replacing it with direct back up to the cloud. Hence they preferred to move the data out of the tape drives and move them in bulk to the AWS S3.

Therefore, based on multiple further discussions held at SVF's Office in Kolkata, Minfy offered the following solutions Current backup of 100 TB were extracted out of the Tape Drives and moved on to AWS using AWS Snowball.

All the files are transferred using Snowball was moved directly to Glacier. AWS File Gateway was configured to move daily delta files directly on to AWS S3 Files stored on AWS S3 as the primary storage with Intelligent Tier enabled.

Files moved to S3 Standard Infrequent Access store after a period of 30 days Files move to Glacier after 90 days. For viewing and managing files on S3 and Glacier, CloudBerry Application was used



# The Results

To conclude AWS Snowball suggested in the architecture helped move TBs of data easily from On Premise to AWS S3. File Gateway on the other hand ensured that the newer data was easily moved and stored on to S3 on an ongoing basis. This meant freeing from planning of costly storage. They don't even have to think of having a backup of the storage as the durability of objects in the S3 bucket take care of the same.

1. A robust and scalable infrastructure solution
2. Easy storage - no investment in purchasing hardware
3. Sync of files from On Premise to the cloud
4. Quick retrieval of files when required
5. Seamless accessibility and management and archival of media content
6. Performance boost with measurable cost saving

## EMAIL

info@minfytech.com

## WEB

www.minfytech.com

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