

# SVA turns cloud storage into easy-to-use and trusted services



StorageGRID is the heart of S3 Object Storage as a Service. Cloud storage convenience gains a personal edge.

SVA is a leading force in Germany's system integrator landscape. When performance is awarded, SVA often sweeps the board.

When SVA heard clients say yes to cloud storage but no to public clouds, it was a call for a new solution.

SVA created S3 as a Service based on NetApp StorageGRID. For a customer it's easy to explore and use object storage, gain a stepping stone to the cloud, and do better with data.



## Up to 80% less cost by offloading all-flash data

“Object storage is a viable option for many use cases and worth going for it. All you need is talking to your personal contact at SVA.”

**Andreas Müller**

Product Manager Managed Cloud Services, SVA

SVA is personal, not anonymous. Over 2,000 employees aim to serve customer needs from a single source. Clients love their technical expertise, individual appeal, and data competence.

Project business, professional services, and operational support are classical SVA strengths. But managed services are not far behind. Andreas Müller heads and develops the business unit with a close eye on opportunities.

“With data storage requirements rising, cloud storage becomes a viable option for more clients. They see the flexibility and efficiency of public clouds. But security, costs, and data volume are concerns,” Müller said.

“So why not marry cloud storage with a trusted managed service and build it on object storage from NetApp in our own data centers? We could help clients manage and use data at fair costs, become agile, and make the best of cloud.”

### Cloud storage made easy

SVA is a long-standing NetApp partner and an early adopter of new technologies. Object storage was all but mainstream when SVA started to sell and use StorageGRID several years ago. They saw the potential and used it in client projects, for example, related to automotive driving data.

Choosing object storage was a vote for agility. Data gets saved as objects, each with a unique ID to track it and metadata to describe it. Access is easy and only requires object ID and HTTP. Unlike files tied up in a file system, data objects are independent of each other. That’s why object storage can scale at no effort and in public clouds at almost no end.

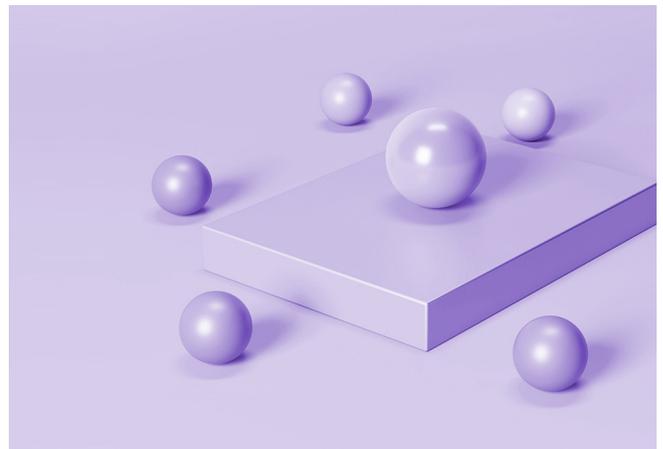
### Beating heart of the service

But building S3 as a service (S3aaS) requires additional quality of services, said cloud architect Ruben Meichsner. The SVA private cloud was designed to be an infrastructure very similar to that of SVA clients, including its use of NetApp ONTAP.

“A robust enterprise solution with great scalability, multitenancy, and broad S3 application support is essential,” Meichsner said. “NetApp StorageGRID has that and more. It provides all the integration and automation to simplify services and span them from our data centers to hybrid clouds.”

StorageGRID is software-defined object storage with S3 and Swift support and runs flexibly on various platforms. SVA chose the most convenient one, an appliance. A StorageGRID1000 load balancer keeps endpoint security, throughput, and performance on high levels.

“What’s outstanding with StorageGRID are the use cases you can spin around,” Meichsner said.



### Serve diverse demand with a single platform

S3aaS is a very flexible hybrid cloud platform. SVA can help NetApp customers offload data from their all-flash storage. It can be cold data blocks, any blocks, or only cold NetApp Snapshot copies as part of a data protection strategy.

Tiering is done by using NetApp FabricPool. The software links ONTAP all-flash storage to object storage as an external capacity tier. Moving data is policy-based and automated and can reduce costs dramatically.

SVA said cost savings are up to 80% when cold data leaves all-flash for object storage. This was especially important for one of their customers, a textile company, that wanted to keep its NetApp AFF systems as slim as possible.

Replacing tape media with cloud storage is a strong trend. The S3aaS platform serves as a backup target for all SVA service customers and SVA itself. “It’s S3 adoption that broadens the service scope,” said SVA’s Michael Todt, head of business line business continuity. “Today, almost all backup software vendors support S3 compatible storage or have S3 as default. With StorageGRID and its capabilities underneath, our S3aaS offering is an option for any customer looking into cloud storage.”

When an automotive supplier asked for an archiving service certified for legal compliance, SVA had a solution at hand. They combined the SVA Liberyse archiving service with the StorageGRID WORM feature. It’s a built-in ILM capability with benefits such as controlling access per business role and defining data lifecycles and storage locations.

“In fact, our S3aaS offering can be a data point in a client’s multi-cloud strategy. We can help customers do more with data from active archiving and application storage to IoT and analytics. Or think about cloud mirroring or streaming metadata into an Elasticsearch index. There is so much you can do with our StorageGRID based services,” said Stefanos Katsios, head of big data analytics and IoT at SVA.

#### **Straightforward with a flat rate**

SVA sells S3aaS with a flat rate based on capacity and bandwidth, including a corridor to balance peaks. Downstream data has no extra costs. Clients can move data flexibly and without a provider lock-in. The monthly fee is easy to budget, and the service can begin any time.

“NetApp excels in tackling topics and turning trends into viable products. SVA wants to create the best possible solutions and services. Our S3aaS offering built on NetApp StorageGRID is one of them. Together with NetApp, we can help clients do business better and easier with the cloud.”

**Andreas Müller**

Product Manager Managed Cloud Services, SVA

All this sounded very attractive for a public client. They needed storage for a Kubernetes cluster, but not in a public cloud. SVA helped them with care-free S3aaS and security features like strong SSL ciphers. Start small and grow later was perfect. And the flat rate allowed a quick start and staying independent of the annual budget.

SVA shaped its S3aaS offering for ongoing workloads or urgent tasks. And it’s a playground to test NetApp object storage. Together with SVA, clients can figure out the best solution from managed service to on-prem implementation.

“Object storage is a viable option for many use cases and worth going for it. All you need is talking to your personal contact at SVA,” said Andreas Müller.

#### **NetApp products**

StorageGRID

SG1000 load balancer

FabricPool tiering software



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#### **About NetApp**

In a world full of generalists, NetApp is a specialist. We’re focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world’s biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit [www.netapp.com](http://www.netapp.com)



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