Success Story

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Advanced Software & Systems

Kello

"We see average optimization ratios of 73% on our image data volume and could reduce our primary storage requirements by a whopping 55 TB!"

**Adriano Merhere Moreira
Kello Formaturas**

Key Highlights

ORGANISATION:

Kello Formaturas, Brazil

INDUSTRY:

Media

CHALLENGES:

- Continuously growing data volume of unstructured image data volume
- Increasing storage requirements on primary storage
- Increasing network traffic and bandwidth consumption

SOLUTION:

FILEminimizer Server

ACHIEVED RESULTS:

- 73% average data reduction on image data volume
- 55 TB reduction of unstructured image data in total
- Total Primary Storage Requirements reduced from 85 TB to 30 TB
- 55 TB less backup volume
- Backup cycles are shortened significantly (backup to disc)

Media Company releases over 55 TB of Primary Storage – achieves 73% unstructured file reduction

Kello Formaturas is a large Media company in Brazil and specializing in event photography. In 2010, the company added 85 TB of image data volume on primary storage. The company could reduce this image data volume globally by 73% after FILEminimizer Server has been deployed and could release 55 TB of Primary Storage.

CUSTOMER PROFILE

Since 1980, Kello stands out for its expertise in event coverage and quality of their final products. Headquartered in the Brazil's capital of Photography, Santa Fe, the company enjoyed great success and today is one of the most respected companies in the sector in the country. With several strategically located units, Kello is present in all regions of Brazil, from north to south, serving hundreds of colleges and universities with its professional photography services for graduations, events and ceremonies.

THE CHALLENGE: INCREASING PRIMARY STORAGE REQUIREMENTS FOR IMAGE DATA

Operating in a big and growing country like Brazil, Kello accumulates massive image data volume from graduation ceremonies, marriages and other memorable events. While the company produces photo books and other printed products, this image material needs to be saved and securely stored for future reprints and archiving. In 2010 alone, the total image data volume was 85 TB on primary storage and growing. Additionally this data is backed up to disc in three different locations so the total backup volume was 275 TB. Financing the increasing unstructured data flood was not an option and the company was investigating several technologies for data reduction such as primary deduplication and storage optimization via native format optimization (NFO).

THE SOLUTION: FILEMINIMIZER SERVER RELEASED 55 TB OF PRIMARY STORAGE

Kello chose to tackle the problem at the source and deployed FILEminimizer Server. The software's ability to reduce the size of unstructured files by 40-90% centrally offered the company a possibility to reduce the massive unstructured data volume. Adriano Merhere Moreira, the responsible IT Administrator, confirms: *"The extensive use of image data is native to our business. Thanks to FILEminimizer Server we reduced that image data by 73 % on average and could release 55 TB existing storage space we thought would be lost."*

BUSINESS BENEFITS

Shortly after the deployment of the solution, Kello reduced significantly its primary storage requirements by 73% and released a total of 55 TB of previously occupied primary storage. Furthermore, backup processes were accelerated and the total backup volume of 275 TB was reduced by 73% as well. For Adriano Merhere Moreira, the benefits are immense: *"We see average optimization ratios of 73% on our image data volume and could reduce our primary storage requirements by a whopping 55 TB!"*