CloudSoda

Cloud Data Management

CloudSoda helps Pagefreezer Accelerate Data Protection to Backblaze B2

Pagefreezer

Pagefreezer, based in the Netherlands, has built a robust system for managing petabytes of data and billions of files daily. Website, social media, and other data are archived in real-time across multiple Ceph clusters, ensuring their clients can search through their stored information efficiently. Pagefreezer was established with a primary mission: to assist organizations in navigating the intricate challenges of electronic records management.

In today's digital age, the volume of data generated is immense, spanning across websites, social media platforms, collaboration tools, and mobile messaging. Managing, storing, and retrieving such vast amounts of information can be arduous.

Recognizing this challenge, Pagefreezer offers a unified and comprehensive solution. By archiving data in real-time, the platform ensures that organizations have the most current records at their fingertips. Beyond archiving, Pagefreezer simplifies the process further by providing an intuitive and efficient way for organizations to search through and utilize their collected data. This seamless integration ensures all information is easily accessible, making data management feasible and user-friendly.

Pagefreezer

CASE STUDY

The Challenge

In this scenario, Pagefreezer's daily operations faced a series of challenges. As a leader in data management, Pagefreezer wanted to create a second copy for protection and cloud bursting in the cloud. This would be a significant task because it required transferring vast amounts of data, including petabytes and billions of files.

Further, a central concern was the commitment to uphold the strict service level agreements made to their clients. This was more than maintaining their reputation; it was fundamentally about fostering and preserving trust with their clients.

Pagefreezer's technical team also faced the complexities of managing custom scripts essential for scanning and migrating content. While these scripts were pivotal to their operations, they demanded continuous oversight and refinement to ensure they functioned efficiently. However, they provided huge challenges while trying to track and manage billions of files.

Encryption was another area that required meticulous attention. Given the diverse clientele, each came with specific encryption requirements, underscoring the need to ensure all data was stored and safeguarded with the highest security measures by encrypting that data at rest in the cloud.

Compounding these challenges was the financial aspect of the cloud ecosystem. Strategic budgeting and cost management became daunting without clear visibility into the associated costs.

Pagefreezer's overarching goal was to integrate its vast data management expertise seamlessly with the broader digital ecosystem. However, without a streamlined approach, this aspiration risked remaining elusive.

Addressing these multifaceted challenges was no small feat. Pagefreezer sought to transform every hurdle into a stepping stone toward unparalleled excellence in data management.

However, the digital landscape is ever-evolving. With the surge in data generated across varied channels like social media, websites, and mobile messaging, businesses see a treasure trove of insights and growth opportunities.

The challenge was crafting a reliable data protection copy for the cloud that would serve as a safety net should any Ceph clusters falter. Traditional data movement via scripting was draining their IT resources, and conventional backup solutions weren't financially feasible at such a massive scale.

The Solution

Pagefreezer found its solution in CloudSoda, a pioneering product tailored for efficient and secure data management.

CloudSoda addressed the monumental task of migrating billions of files and petabytes of data with a seamless combination of speed and security. Instead of getting bogged down in the intricacies of massive data migration, Pagefreezer could now lean on CloudSoda's efficient systems.

One of the standout features was CloudSoda's ability to replicate primary data to Backblaze B2 cloud, ensuring an additional layer of data protection. This ensured that data integrity and availability remained uncompromised even in unforeseen circumstances.

Understanding the daily demands of Pagefreezer, CloudSoda was equipped with multiple agents, a crucial addition that allowed for accelerated file upload, ensuring that the vast volumes of daily ingested files found their way to the cloud without delay.

Operational efficiency wasn't just about speed; it was also about usability. CloudSoda offered a straightforward user interface, making the task of creating policies a breeze. Furthermore, it enabled real-time tracking of all jobs as they moved from Ceph to Backblaze, granting the team at Pagefreezer complete transparency and control.

Security, always a primary concern for Pagefreezer, was also addressed head-on by CloudSoda. Beyond the standard security protocols, CloudSoda fortified data transfers with client-side encryption, providing an added layer of protection against potential breaches.

CloudSoda became the linchpin in Pagefreezer's data management strategy, transforming challenges into opportunities and propelling them to new heights in data protection and efficiency.

The Benefits

By integrating the CloudSoda solution, Pagefreezer created a Disaster Recovery (DR) copy of their data from the Ceph cluster to the BackBlaze B2 cloud. This move added a second layer of protection for their client's data and ensured that any new content archived was swiftly transferred to BackblazeB2, thereby meeting demanding SLAs.

Another one of CloudSoda's standout features is client-side encryption, which ensures data is protected against any data breach that allows data access by making sure the objects cannot be decrypted. In addition, its partnership with BackblazeB2 cloud storage allows for real-time tracking of data transfer operations, including alerts, logs, and completion timelines.

With CloudSoda, Pagefreezer has enhanced data security with a secondary backup in the cloud. They've also established an efficient system that meets the rigorous needs of creating a secondary copy as quickly as possible through accelerated data transfers. The centralized user interface provided by CloudSoda simplifies data management, reducing the need for manual scripting and tracking all data movement and providing built-in retry mechanisms for objects that may have failed on the first transfer. Most importantly, CloudSoda presents a cost-effective solution for vast data movements, allowing Pagefreezer to optimize its operations in terms of data protection, efficiency, and affordability.

CloudSoda

Pagefreezer

> " *"CloudSoda provides a cost-effective, reliable solution to help us move over a PB of data and billions of files into BackBlaze while maintaining our 99.999%SLA."*
>
> **– Luca Intini Pagefreezer**

The CloudSoda Difference

CloudSoda is committed to being the world's leading, most secure accelerated data movement solutions company, enabling powerful data-cost insights and seamless collaboration—providing the ability to work faster and more efficiently by removing the common barriers of dispersed data.

Our solution represents the entirety of media workflow data—enabling content ingestion, camera-to-cloud workflow, archive, content collaboration, and much more—all while providing insightful cost visibility and advanced business intelligence (BI) for any storage type.

Get Your **Free 14 Day Trial Today!**

Seeing is believing, let us give you a detailed tour of CloudSoda and answer any questions you have about the powerful tools its technology has to offer you and your organization.

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