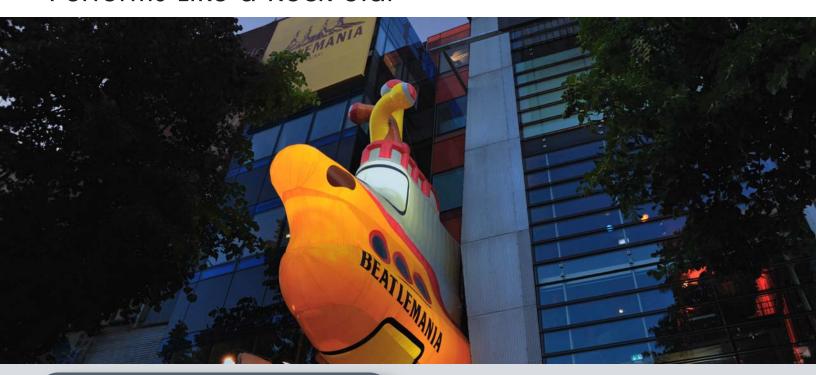# For PR Agency, the Combination of NETGEAR® ReadyNAS® and Egnyte® Local Cloud on NAS Performs Like a Rock Star

Profile

A Star PR is based in Covent Garden, in the heart of the theater and entertainment district of London's West end. A boutique agency, A Star PR specializes in the music and entertainment industry, representing major entertainment companies, performers, and arts organizations. The agency prides itself on developing and implementing custom campaigns that are designed to fit the specific needs of each individual client. Providing PR services for some of the largest music festivals, pop and rock acts, and jazz events throughout the UK and abroad, A Star PR aggressively pursues promotional opportunities to achieve maximum results for its clients.

Background

With a small core staff and a roster of freelancers and contractors who work on projects, A Star PR is a typical small company, with no IT staff to support the agency's systems. The agency had been using a hosted Microsoft Exchange Server to store its Word and Excel files, in addition to images and video it required for various promotional campaigns. However, the solution was becoming increasingly slow and inefficient. With a reliance on a remote management company to keep the system running, it was also quite expensive. In response, the agency shifted to Google Apps six months ago, to increase productivity, while lowering costs.

While the new solution worked well for the agency, it also created a need for a more robust file storage and sharing solution – one that would enable remote access of critical files, secure check-in and check-out of shared documents, version control, and protection against data loss. The solution would need to be secure, robust, and cost-effective. It would also have to support the agency's computing environment, which is a blend of Macs and PCs.

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PROBLEM/OBJECTIVE

IMPROVE AVAILABILITY OF BUSINESS-CRITICAL DATA AND ELIMINATE UNNECESSARY DOWNTIME

Like most small businesses without an IT staff, one of A Star PR's employees would need to become the unofficial IT department, in addition to his "day job". Sam Taylor, one of the agency's PR Consultants, was volunteered for the task. Sam's primary objective was clear from the start: to find a solution that makes it easy for everybody to access the files they need, whether they are physically in the office, or working remotely. "Just about everybody in our office works from home at times, plus we have a couple of contractors who are exclusively remote," says Sam. "The whole team works collaboratively on most projects, so we required a system that would enable everybody to share and access files without having to email them around."

Sam had also lived through the pain of a system that was unreliable, which cost the agency countless hours in lost productivity. "With our hosted service, we lost the ability to access our business-critical files any time the remote host went down," says Sam. "On average, that happened once a week, grinding productivity to a halt. To add insult to injury, the network provider we used in the office had been suffering major outages due to a degraded cable, so we also had major Internet connectivity issues."

With these pain points fresh in his mind, Sam set out to find a solution that was architected for high availability, offered redundancy to protect data against disk failures, and could be accessed from anywhere, regardless of the state of the network connection in the office.

SOLUTION

NETGEAR® AND EGNYTE® PROVIDE THE IDEAL SOLUTION, WHILE DECREASING COSTS

On the recommendation of several technical friends whom he had asked for advice, Sam purchased a NETGEAR® ReadyNAS® desktop storage system. With up to 4TB of storage capacity, two hot-swappable SATA trays, NETGEAR X-RAID™, and support for Windows, Mac, and Linux/UNIX clients, the ReadyNAS provides the flexibility and data protection A Star PR required, but at a small business price.

"Surprisingly, the ReadyNAS was the least expensive of any of the products that possessed the capabilities I required," says Sam. "The fact that it also came so highly recommended from my IT friends made the ReadyNAS a really easy choice."

Once he had the ReadyNAS up and running, Sam found Egnyte®, a leading provider of Cloud File Servers. Egnyte's hybrid solution blends file storage and sharing from the cloud with access to the same files from

the ReadyNAS device. The Egnyte Local Cloud software can be installed on the ReadyNAS and seamlessly synchronizes files between the NAS and the cloud. Egnyte also features central administration and access control capabilities, which integrate with the ReadyNAS, allowing a common set of file access policies to be enforced across the NAS and the cloud. "Egnyte Local Cloud on NAS makes it remarkably easy for everybody to access the files they need, regardless of where they are physically located," says Sam. "And since Egnyte and the ReadyNAS constantly sync with one another, we avoid version control issues when two people are working on the same file. As an extraordinary bonus, anybody working remotely accesses the files directly from the Egnyte cloud, so they're never at the mercy of our terrible network connection."

RESULT

A SUPERIOR SOLUTION

Sam installed the new system nearly six months ago, and is impressed with how well everything works. "The hardest part about setting up the ReadyNAS was picking a date for the switchover," says Sam. "Once my hosted service provider sent me the data, I was able to copy it over to the ReadyNAS without any problems." Sam decided that he really did

ReadyNAS®

not have the time to install the Egnyte Local Cloud on NAS himself, so he called Egnyte for help. "At first, I didn't realize I could simply attach the ReadyNAS to the Egnyte service, so I called Egnyte," says Sam. "Their support staff worked over the weekend to help me attach the ReadyNAS to the Egnyte cloud, then remotely configure the whole system. When I came in on Monday morning, it all worked beautifully, and hasn't had a single hiccup since."

Among the many benefits Sam touts, simplicity and cost-effectiveness are recurring themes. "I needed to put a solution in place that could be managed by anybody in the company, and I have a full-time job outside of managing our storage, so ease-of-use is an absolute necessity," says Sam. "Cost is also a big motivation. With Egnyte and NETGEAR, we have a vastly superior solution, yet we're paying a fraction of what the hosted provider charged."

"A superior solution at a significantly lower price. Why would I choose anything else?"

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