UNITAS GLOBAL
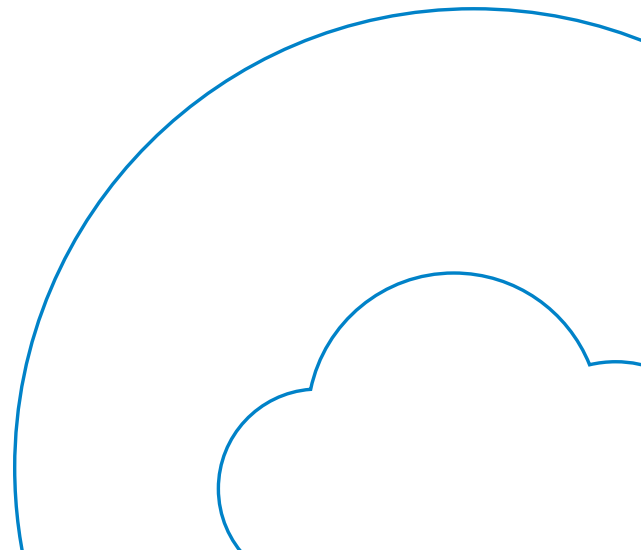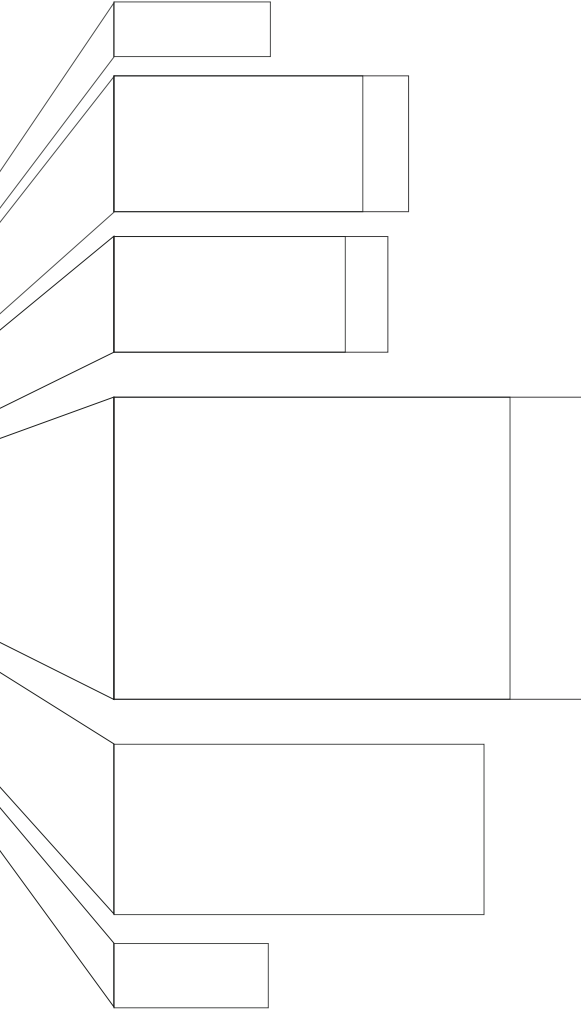
LEADING RIDESHARE SERVICE

Global Ridesharing App Cuts Migration

Time From Nine Months To One

THE CHALLENGE

ON A 10 GBPS CONNECTION, 1PB OF DATA WOULD TAKE 124 DAYS TO TRANSFER OR UPLOAD TO THE CLOUD
– Google.com Product Migration Page

AT TRANSFER SPEEDS BELOW 640MBPS, IT IS OFTEN FASTER TO SHIP DATA ON PHYSICAL DRIVES – "Should You Upload or Ship Big Data to the Cloud?", Distributed Computing, May 2016

 50% OF GLOBAL ENTERPRISES WILL RELY ON PUBLIC CLOUD TO DRIVE DIGITAL TRANSFORMATION– Forrester Cloud Predictions, 2018

THE CLIENT'S IMMENSE BUSINESS GROWTH WAS REASON FOR CELEBRATION. BUT WHILE THEIR PREVIOUS PUBLIC CLOUD PROVIDER COULD HANDLE THE INCREASING WORKLOAD, CERTAIN ASPECTS OF THE SOLUTION WERE NEGATIVELY IMPACTING THE CLIENT'S BUSINESS. THE CLIENT REQUIRED A VAST AMOUNT OF RIDER AND DRIVER DATA STORAGE, WHICH MADE LONG-TERM PUBLIC CLOUD STORAGE COST-PROHIBITIVE, AND THE ANALYTICS SUITES OFFERED BY THEIR PREVIOUS PROVIDER WERE NOT BEST-SUITED TO PROCESS THEIR DATA.

KEY CHALLENGES

• Public cloud solution proving too costly for new scale of service

• Transfer times for migration of existing data to any new system were too long: up to 9 months

• Needed greater ease of access to stored data, and ability to analyze that data, than their prior solution could provide

While the analytics the client had access to with their prior provider were functional, they did not align with business objectives or customer requirements. They needed to do far more with data than was possible with the existing system.

The client needed a new cloud solution and a different public cloud provider to properly leverage the resources at their disposal. Determining how to achieve those objectives was the client's main challenge.

Having such a vast sea of data to contend with made any migration difficult. Simply moving the client's data using the internet would have taken up to nine months, all while processing and storing new data from ongoing operations. This was clearly not feasible, so the client looked to Unitas to devise another solution.

THE SOLUTION

TO ACHIEVE THE CLIENT'S GOALS & HELP THEM CAPITALIZE ON THEIR EVER-GROWING AMOUNT OF DATA, UNITAS ENGINEERED A SOLUTION WHICH SIGNIFICANTLY CUT THE TRANSFER TIME BETWEEN CLOUD ENVIRONMENTS. ARCHITECTING A SOLUTION UTILIZING NETWORK PERFORMANCE HUBS AS A DEDICATED BRIDGE, WHAT WOULD OTHERWISE HAVE BEEN AN INEFFICIENT, TIME-CONSUMING PROCESS TOOK LESS THAN A MONTH.

Leveraging a longstanding partnership with Equinix, Unitas architected a solution utliizing the Equinix Network Performance Hub in a colocation facility local to the client. The Performance Hub enables connections to network and cloud providers that are secure, private, and reliable, providing globally consistent security and quality of experience while significantly reducing total cost of ownership. For the client, the Performance Hub acted as a bridge between the old provider's cloud environment and the new environment, drastically cutting data transfer times. During the move, workloads could be run in either environment.

Unitas' five-stage methodology ensured a process of both prompt delivery and client satisfaction throughout the project:

DISCOVERY
The Unitas team worked with the client to define project parameters, goals, and budget. Cost-control and analytics functionality, as well as data transfer and storage emerged as key issues at this stage.

DESIGN
Unitas then designed a bespoke solution to meet the client's needs. This included: a Network Performance Hub installed in an Equinix colocation center. The NPH was installed with direct fiber connections to the client's environments in both the prior and new public cloud providers, forming a bridge between the two. No rearchitecting of the client's systems was required.

DEPLOYMENT
Unitas deployed the NPH and connected the client's existing public cloud environment with the new one via fiber connections to the colocation center nearest the client's offices in Santa Clara, CA. No issues were encountered when transferring data between the two.

HANDOFF
Once deployment had finished, Unitas worked closely with the client's network team to train employees as needed in the use and operation of their new systems. This ensured the client was able to get the most out of the solution, ensuring a seamless transition.

MANAGEMENT
After training and hand-off, Unitas continues to provide ongoing management for the client's newly-installed systems. Unitas' end-to-end SLA, which not only offers comprehensive support services post-project, but also financial compensation for outages and downtime, was key in ensuring long-term operational excellence, security, and peace of mind for the client.

RESULTS

The client was able to transfer their data to the new provider's cloud environment within 30 days, as opposed to the prior estimate of nine months. During the transition, they were able to run workloads in, and move data between, both environments seamlessly.

The new public cloud provider's architecture and services have proven significantly better-suited to the client's needs. In addition to a substantial reduction in their cloud spend, the new provider's greater focus on analytics and big data have allowed the client to structure their previously unstructured data, as well as understand their business — and their customers — in ways that would not have been possible before.

Access to cutting-edge, AI-driven tools and services afforded by their new cloud provider has also enabled the client to future-proof their cloud operations and data analytics. For any company with unstructured data to analyze and insights to generate from it, this is a key factor in ensuring long-term success of their solution.

BENEFITS DELIVERED:

- FAST, SECURE ACCESS TO AND DETAILED ANALYSIS OF DATA IN PUBLIC CLOUD
- SUBSTANTIAL REDUCTION IN CLOUD SPEND
- GREATLY IMPROVED, MORE DETAILED ANALYTICS FUNCTIONALITY
- LOWER COST LONG-TERM STORAGE FOR DATA
- ACCESS TO CUTTING-EDGE AI-DRIVEN TOOLS AND SERVICES

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Find out what a hybrid cloud solution looks like for you.

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