



### Customer Profile

Carbon Media Group is the largest digital media company in the world targeting those who live, work and play outdoors. Carbon Media Group connects with these audiences through a variety of digital news, videos, websites and communities. Carbon Media Group's network reaches over 35 million people every month through contextually relevant content built to engage all outdoor, adventure and agriculture enthusiasts.

Carbon Media Group acquired 36 digital properties from Group Builder, a Texas-based company that focuses on building and improving online communities. One of the acquired websites was Homesteading Today, a website that supports the self-sufficient lifestyle by sharing information about agriculture, livestock, and country living. This website alone draws in about 1,000,000 unique visitors every month.



### CHALLENGE

Build a Shared, Centralized Cloud Storage system

According to Rick Christy, CMG Vice President and Chief Architect, when the properties were acquired, all 36 websites were hosted on one dedicated server with one disk, which came with limitations that Christy needed to overcome.

"The traditional approach of having individual deployment with ephemeral storage disks was not really an option," Christy explained. "I needed a shared, centralized cloud storage system for the dozens of servers that need access to the same files."

Christy identified that in order to securely host and manage the new websites, CMG would need to use servers that had NFS backed by EBS.

**The top-rated SoftNAS Cloud NAS on AWS Marketplace, the seamless way it works, how easily I got it set up and running, the way that SoftNAS dropped everything they were doing to help - those were all the things I was looking for.**

Rick Christy  
Vice President and Chief Architect  
Carbon Media Group

### SOLUTION

SoftNAS Provides an Easy-to-Use System with Instant Support

Christy immediately began looking for solutions on Amazon Web Services. His search led him to a Slideshare of an AWS™ re:Invent presentation by an AWS Architect entitled "NFS and CIFS Options on AWS." SoftNAS, Gluster FS and other storage options were recommended as "Partner Options" in the presentation. Before Christy reached out to SoftNAS, he attempted to use Gluster FS.

With Gluster FS, it was evident to Christy that in order to launch, he would have to dedicate more time and resources than he could spare. "I went through and tried to figure out, can I do this on my own? And I pretty much figured out quickly that best practice - HA, DR, NFS - is not trivial at all," he said. "I didn't have the amount of time that I needed to do what I would have to do to experientially learn Gluster FS by trial and error."

When Christy reached out to SoftNAS, he received an email response within an hour to set up a phone call.

"And that was pretty much the confidence I needed," Christy stated. "The Amazon Marketplace, the seamless way it works, where I could easily get it

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#### Support

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## RESULTS

### SoftNAS Cloud NAS With Secure NFS Server on AWS

When Christy launched SoftNAS Cloud NAS on AWS, he was not only impressed by the dedicated support response of the SoftNAS team, but also by the overall design of the product.

The use of Webmin indicated to Christy that the SoftNAS developers “actually know what they’re doing.” He also found the dashboard easy to use.

“The way that the dashboard is set up, it was just intuitive,” Christy said.

The SoftNAS StorageCenter™ dashboard comes with a full range of storage management and administration tools that are designed for the IT generalist. It’s simple enough for casual IT use, yet includes the advanced administration capabilities that storage experts expect. StorageCenter also allows for real-time monitoring from any device with a supported browser including Windows, Linux, Mac and Apple devices, so customers can administer SoftNAS from your phone, tablet, or computer.

The SoftNAS NFS File Sharing Services—what initially drew Christy to SoftNAS—provides Linux servers and NFS clients with the most powerful NFS Server available. It supports NFS v3 and v4 and provides snapshots, clones, caching, compression and deduplication, along with several other features, nascent to the underlying data storage management with ZFS.

Since initial installation, Christy has been able to configure SoftNAS SNAP HA™, which automatically detects network and storage outages and re-routes NAS services to keep NFS servers operational.

### Exceptional Product Backed by Exceptional Support

For Christy, the experience with SoftNAS has not only been about finding and implementing the NFS solution he sought, but also about establishing, “an informal strategic partnership,” based on the outstanding support and SLA time delivered by the SoftNAS team.

## TECHNOLOGY PARTNERS



SoftNAS®, Inc. is the leading provider of software-defined NAS solutions and protects mission-critical data for customers using any combination of public, private and hybrid clouds. SoftNAS gives its customers the enterprise-class data security, protection, and performance required to safely, predictably, and reliably operate IT systems and applications. SoftNAS believes in powerful, hassle-free data management and works with any hardware, any data type, across any geography, and with any IT environment, including the most popular public, private, and hybrid cloud computing platforms: Amazon® AWS™, Microsoft® Azure™, CenturyLink Cloud®, VMware vSphere®.

“SoftNAS has awesome support. Their team dropped everything to get us set-up. Our sites are humming along fine and I feel most confident in their product. I totally recommend SoftNAS. Their team is top-shelf.”



Extremely Powerful



Hassle-free Experience



Easy to Manage