



Nephos Technologies saves Global advertising firm \$4.5m and simplifies data storage and collaboration



INDUSTRY

Advertising

RESULTS

- Global Collaboration
- Cost saving of \$4.5m
- Integrated File Backup

CHALLENGE

- Large duplication of data
- Complex data protection model
- Inability to collaborate
- Spiralling costs

SOLUTION

- Nephos Object-as-a-Platform
- Nasuni, AWS

As a global advertising agency network, TBWA have grown through acquisition, leaving varied systems for storage, backup and archive of data across the globe. This is inefficient in terms of management, but as storage volumes continue to grow the cost of delivering storage at petabyte scale with traditional technologies becomes unsustainable - within TBWA's environment it was estimated that 20-30% of the data stored was duplicated across storage platforms, compounded by the use of traditional replication and offsite protection.

Acknowledging the need to bring commonality to this environment to overcome these challenges and enable collaboration on a global scale, TBWA embarked on a transformational programme to bring together one globally available storage platform that could enable collaboration, simplify storage operations (like backup) and reduce their cost base.

This was by no means a small task, with advertising agency groups with such scale proving to be extremely complex, particularly when considering the diverse nature of network and infrastructure environments, desktop platforms (circa 80% Apple Mac), file types and storage volumes.

Cloud, in one form or another, seemed to be the logical solution, but when centralising such large volumes of data, making it available to branch sites without the use of technologies like DFSR poses another challenge. Like most organisations this approach was breaking new ground for TBWA so finding a partner that understood the commercial and technical challenges to delivering such a solution was key to the successful delivery of the project.

The Solution

As TBWA embarked on their IT consolidation project, they were looking for independent technical and commercial support to deliver a Cloud storage platform that could meet the demands of the companies growing storage needs.

Nephos Technologies were selected by TBWA as their partner of choice for their transformation programme due to their independence, experience and expertise in this area.

TBWA worked closely with Nephos, initially on a consulting basis, to develop a strategy and business case for a global Cloud storage infrastructure; considering the underlying Cloud storage platform, access to it, data backup and recovery as well as the workflow of data within a globally distributed environment.

Based on TBWA's commercial and technical requirements, Nephos' recommended strategy was to create a private Cloud storage infrastructure, built on object storage. After conducting reviews with the leading vendors, alongside TBWA's requirements, Nephos recommended a solution built on technologies from AWS and Nasuni.

After an intensive proof of concept and testing programme, Nephos recommended approach was approved as the group standard for storage, delivering distributed storage to sites in Europe, APAC and the Americas at Petabyte scale.

The Outcome

Nephos' solution has delivered tangible benefits to TBWA as an organisation, technically, commercially and from a business process / data workflow perspective:

- A globally available storage pool
- Platform for collaboration through single name space
- Consistent branch office backup and protection
- Improved RTO and RPO
- Potential savings of \$4.5m on storage over 5 years
- Clear and predictable cost for growth

One of the biggest challenges for any organisation moving to the Cloud is selecting the right partner, for TBWA that partner was Nephos. TBWA selected Nephos because they demonstrated:

- **Expertise:** working with market leaders, with real world experience
- **Independence:** no preconceived ideas with a technology choice based on TBWA's requirements rather than trying to fit the requirements to a technology
- **Integration:** the ability to bring together disparate point products to deliver an overall solution
- **Single Point of Contact:** Nephos provided a single point of contact, working as an extension of TBWA's IT department

About The Customer

TBWA is part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

TBWA creates and manages brand behavior through Disruptive Ideas brought to life across the Media Arts landscape. Our focus as a full service advertising agency is not only to be the best agency network but also to be one of the most creative companies in the world. This goal is ambitious, and has proven to be a catalyst in uniting over 11,100 people, operating in 323 agencies, in 97 different countries.

Ranked as a top-10 worldwide advertising agency and was recognized by Advertising Age in 2010 as the "Best International Network of the Decade." Fast Company magazine placed TBWA 24th on its 2009 list of "The World's 50 Most Innovative Companies" and as an Innovation All-Star in 2010.

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