

Etagon

Building a Data-centric Services Business with Sun StorEdge™ Solutions



Company

Etagon
www.eton.com

Vertical Market

Computer Technologies

Key Challenges

- Grow business by meeting customers' storage needs through integration of Etagon's application clustering solutions into their existing Sun environments
- Identify and deliver storage solutions with optimal price/performance

Solution

- Etagon worked with Sun iForce™ Partner CDW to identify the Sun StorEdge 3510 FC array as an ideal solution for its client base

Sun Technology

- Sun StorEdge™ 3510 FC array

Partner

- CDW

Business Results

- Lower total cost of ownership
- Decreased storage footprint through consolidation of direct-attached environment for some customers
- Faster time to market due to quick and easy system deployment

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– Ely Pinto, Development Manager, Etagon

Maximizing the Availability of the IT Infrastructure

In today's uncertain economic times, businesses are continually looking to do more with less, posing constant challenges to the IT department. To remain competitive without sacrificing on the technology side, organizations are considering clustered solutions—where a group of applications or resources act like a single system—to help create cost-effective and highly available IT infrastructures. But how do they wade through the myriad cluster technology offerings in the market—all of which promise to solve their problems?

Many companies are turning to technology providers like New York-based Etagon for best-of-breed answers. Founded in 2001 by venture capital firm Decima Ventures, Etagon has 60 employees in the United States and Israel and strives to simplify the implementation of data-centric services and applications. Etagon's cluster management solutions are often deployed on blade servers—thin, modular circuit boards that can be easily inserted into a space-saving rack. Recently, Etagon has begun looking to Sun for technologies that can play a major role in its development environment and help it to grow its business.

Etagon helps leaders in the financial services, healthcare and other industries maximize their IT environments. As it continues to build its business, the company has recognized that many of its prospects and customers want solutions that work in their Sun technology environments. "Applications in a clustered environment ultimately require a robust storage platform to support continuous data availability, and for that strong foundation, we needed an optimal configuration for customers who use Sun technologies," says Ely Pinto, Development Manager, Etagon. "For us, capturing market share often means aligning our solutions with those of Sun."

Etagon is growing its customer base by offering a data center automation solution — featuring Sun StorEdge™ systems with superior price and performance — that cuts deployment time and eases the management of Oracle®i RAC databases.

“The high performance and low cost of the Sun storage products make them a big component of the rapid ROI that we help our customers achieve.”

– Ely Pinto, Development Manager, Etagon

Facilitating Clustered Application Availability

When migrating to a clustered environment, businesses often look to upgrade their storage systems to complete the transformation.

Because many customers seek to standardize on a particular vendor platform, Etagon realized that it was important to be knowledgeable and compatible with Sun technology. “We found that customers who were already using Sun in their data centers wanted to stay with the technology—even if they were using Etagon’s software on blade servers, as is often the case,” says Pinto. “We needed help to identify the right storage solution for them.”

Etagon offers a data center automation solution called ManageOn that enables customers to reap the benefits of grid computing from day one by cutting deployment time of Oracle database clusters from weeks to an hour in many cases. It also eases management once the solution is deployed.

For example, ManageOn supports Oracle®i Real Application Cluster (RAC) software—a popular database clustering solution. Companies that want to use clustered servers to run a large database are migrating their information management platforms to servers running the Oracle®i RAC software. However, the Oracle®i RAC consolidation process is no small undertaking—often requiring database application migration expertise. “With ManageOn, customers can migrate to a clustered environment for Oracle®i RAC software in a matter of hours, instead of weeks, helping them save on labor costs and reduce the total cost of ownership of their technology environments,” says Pinto. “And once deployed, the solution connects seamlessly with leading storage servers, such as Sun StorEdge™ systems.”

Sun iForce Partner Helps Pinpoint Ideal Storage Platform

For help in choosing the right Sun storage offering to utilize for its own solution development needs and to integrate into its customers’ IT environments, Etagon contacted technology provider CDW, a Sun iForce™ Partner. Together, they created a storage environment in which Etagon could test products before making recommendations to customers.

Founded in 1984 in Illinois, CDW began as a home-based business. Today, the company employs more than 3,600 coworkers and it posted \$4.2 billion in sales in 2002. As Sun's first Volume Channel Provider (VCP), CDW offers entry-level servers, storage and desktop systems to small and medium-sized businesses. The VCP has knowledgeable account managers and storage specialists that help customers select the right solutions for their needs. The CDW specialists have received custom technical training from Sun on the Sun StorEdge 3310, 3510 and tape products, with a focus on how the Sun solutions are optimal compared to competitive offerings. By working with CDW, Etagon gained a great deal of knowledge on the Sun platform and identified an ideal, high-value storage solution for its client base—the Sun StorEdge 3510 Fibre Channel (FC) array.

According to Corey Carrico, Presales System Engineer at CDW, the reliable, affordable Fibre Channel storage systems were an exceptional choice for Etagon customers wanting an affordable entry into storage area network (SAN) technology. Prior to selecting the Sun StorEdge 3510 FC array, Etagon evaluated products from multiple vendors. Says Carrico, "Etagon selected the Sun StorEdge 3510 FC array because it provides excellent value through outstanding price/performance and easily fit into their heterogeneous environment."

In addition, Etagon liked the ease with which it could deploy the storage system in a clustered environment. Carrico notes, "Etagon was impressed with the port and disk density of the system. The fact that the Sun StorEdge 3510 has up to eight ports per system makes it easy to hook it up to eight individual servers or provide redundant connections to four servers. Because the system can connect to a maximum of eight servers without Fibre Channel hubs or switches, Etagon's customers can save thousands of dollars."

Leveraging Sun StorEdge Systems for Enterprise-wide Data Protection

To familiarize itself with Sun StorEdge technology, Etagon purchased a demonstration system from CDW, which provided a 30-day system performance guarantee. "We were able to completely install, configure and run the Sun StorEdge 3510 FC array without any support," recalls Pinto. "We ran the storage system through a series of lab tests and then put it into one of our customer sites for beta testing. We found that the Sun system performed seamlessly in a variety of complex configurations. Afterward, we were confident that the Sun StorEdge 3510 FC array was a good fit for our customer base—providing everything they needed at the right price. And, we continued to use the Sun StorEdge 3510 internally for our own application development."

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– Corey Carrico, Presales System Engineer, CDW

Through its new alliance with CDW and Sun, Etagon can ensure the compatibility of its solutions with industry-leading Sun storage solutions. Pinto concludes: "We are definitely planning to bring in new Sun StorEdge models for testing. The high performance and low cost of the Sun storage products make them a big component of the rapid return on investment (ROI) that we help our customers achieve. Now, when a customer approaches us about the best storage solutions to use, we can recommend Sun with confidence."

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