



How One Organization Found a Clear Path to the Cloud, Cutting Load Time to AWS Snowball From Six Days Down to Two - Move PBs in Days vs. Months

Learn why they insist on Pixspan's PixMover™ when using AWS Snowball Edge for rapidly migrating large volumes of data to the Cloud, at a fraction of the overall cost.

Customer Saw AWS Snowball as a Convenient Way to Add Incremental, Self-Contained, Rugged Storage for Remote Archiving and Cloud Migration – But Was It?



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The Challenge

After a frustrating and time-consuming experience with AWS Snowball Edge, the customer questioned whether they would meet their timelines or if their IT staff could deal with the complicated set up and CLI interface, so they explored new options.

The Solution

At the suggestion of AWS, they included Pixspan's PixMover™ software to the data migration process, massively simplifying the Snowball Edge operation, making data transfers easier and faster and saving them more money.

The Results

300% faster transfers and a convenient, cost-effective, remote archiving and cloud migration solution that provides a clear path forward to the Cloud. Plus, the benefits of less IT staff time and technical “know how” required.

Background

With over 15,000 worldwide data partners, this leading fitness organization was looking for a convenient way to use portable storage to collect and store video and other data from remote sites, as well as a solution for uploading 4 Petabytes of their archived data to the Cloud.

They, along with their partners, record many hours of high-resolution video every year, and have accumulated multiple Petabytes of video archives over the past two decades. Their licensees worldwide rely on their video library, video production activities, and regular recording of live events.

This global customer looked to AWS Snowball Edge as its answer. But it soon learned, migrating to the Cloud was not as easy, not as fast and nowhere as convenient or timely as it thought.

They could not easily load multiple Snowballs or manage multiple jobs. They had to allocate specialized Dev Ops resources to this data migration given the need for complicated scripts and other technical know-how required to properly load the Snowball Edge. This tied up very important IT resources for a migration the customer had hoped non-technical, storage admin or basic compute architects should have been able to manage.

It's estimated that 83% of enterprises are moving at least part of their workloads to the Cloud by 2020, but migrating to the cloud for increased scalability and convenience can be time-consuming and expensive, especially if you have large volumes of data to handle.*

The Challenge

After ordering and taking delivery of the Snowball Edge device, their IT staff configured the Snowball and attached it to their existing storage, which took in excess of one day. The IT staff then began transfers of files from its on-site storage to the Snowball. It found the transfers cumbersome and involved complex steps including Command Line Interface instructions.

The file transfers before including PixMover™ software loaded the Snowball at approximately 150 Megabytes per second, which is about one-half Terabyte per hour. With a video archive of approximately 4 Petabytes, transferring the entire archive at that speed would take about one year.

Given the complexity of operating a Snowball, and the need for the licensee and partner community to be able to use it with relative ease, they began questioning whether Snowball Edge would meet their needs. It was time to consider alternatives.

In 2018, 64% of respondents said their cloud migration projects took longer than expected, and 55% of migration projects exceeded their budgets.

Of those that migrated to a public cloud, 44% named slow data transfers, and 76% reported managing their enterprise's cloud spend as their primary challenges.*

The Solution

At the suggestion of AWS, the customer tried the addition of Pixspan's PixMover™ software to simplify the Snowball installation and make data transfers easier and faster.

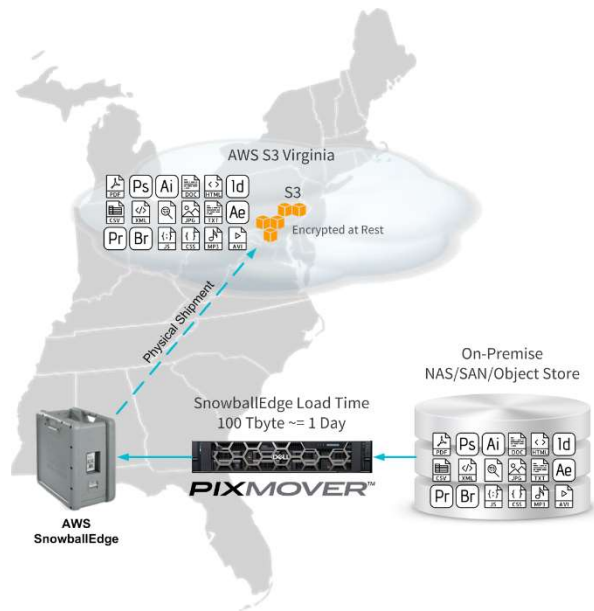
According to AWS, PixMover™ offers a huge advantage anytime you need to move data into more than one Snowball Edge.

There are many steps that PixMover™ saves, reducing the need for the level of customization and optimization of scripts that are required without it.

Pixspan provided the software via a remote link and using a one-page quick start guide, the IT staff installed the software in under 30 minutes.

Once the Snowball was configured, the IT Staff were able to:

- Dramatically reduce the time and resources needed to migrate to the Cloud by accelerating AWS Snowball Edge transfer speeds.
- Transfer files easily to the Snowball via PixMover's intuitive drag-and-drop interface without additional programming or Command Line Interface knowledge, greatly reducing complexity of AWS Snowball ingress.
- Empower their 15,000+ data partners to also take advantage of faster transfer speeds, without the need for additional training or added pressure on IT staff, making it easy to collect data from remote sites around the world.



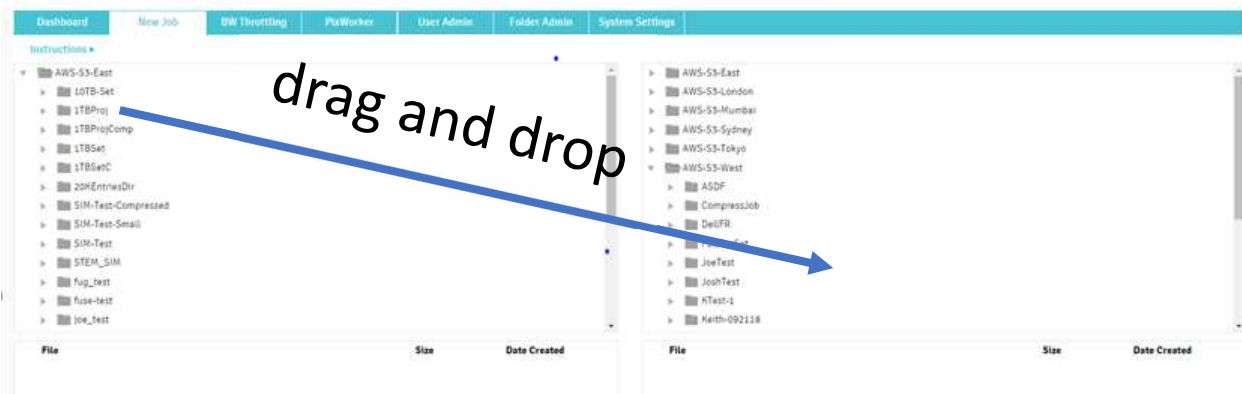
The Results

This global brand was able to reduce the transfer time from on-premise to AWS Snowball Edge by 300% and dramatically reduce IT costs, while empowering their data partners to enjoy the same benefits.

This provided a clear path forward for migrating to the Cloud, in a fast, easy and cost-effective manner.

Data transfers took place at about 450 Megabytes per second, approximately three times faster than native Snowball transfer speeds, making it possible to load a Snowball in two days rather than six. When using just one Snowball at a time, the entire archive could be transferred in about three months rather than one year. (See a breakdown of transfer speeds in the table below.)

Most importantly, with PixMover's ease of use and its ability to be deployed without specific user training, the customer found that combining PixMover™ with Snowball, they could now have their video and storage needs met and be in position to finally migrate their archive to the Cloud.



The Real Speed and Cost Advantage of Using PixMover™ to Load Your Snowball Edge

	PixMover™	AWS CLI
<u>Large (>30MB) Files</u>	7.5Gpbs	2.4 Gbps
Load 80 TB to 1 Snowball Edge (SBE)	1.0 days	3.0 days
Load 1 PB to 12 SBEs (1 at a time)	12 days	37 days
Load 1 PB to 12 SBEs (2 at a time) <i>(PixMover™ supports transfers to <u>multiple</u> SBEs concurrently, reducing load time to the Cloud)</i>	6 days	19 days
<u>Small (<2MB) Files</u> <i>(SBE takes more time to open/close smaller files)</i>	2.5 Gbps	1.2 Gbps
Load 80 TB to 1 SBE	3.4 days	6.2 days
Load 1 PB to 12 SBEs (1 at a time)	43 days	78 days
Load 1 PB to 12 SBEs (2 at a time)	22 days	39 days
Load 1 PB to 12 SBEs (3 at a time)	12 days	26 days

PixMover™ reaches optimal speeds when transferring with large files, making it possible to load the full 80TB of an AWS Snowball Edge in just a single day. Week-long migration projects are reduced to days, and years are reduced to months.

Enjoying the Scalability and Convenience of the Cloud No Longer has to be a Slow, Laborious or Expensive

Example for 1PB of Data	PixMover™ Costs per GB	Current Costs per GB	PixMover™ Savings <i>(based on Q4 2019 pricing)</i>
IT staff	7¢	14¢	50% - 65%
Server(s)	-	2¢	Server included
Snowball	~1¢	~1¢	Extra day charges
PixMover™	3¢	-	Promotional Tie in Offer <i>(Server bundled; each additional server@ ¢ .25 per GB, minimum data transfers req'd over time)</i>
TOTAL COSTS	11¢	17¢	35%

With greater ease-of-use and faster transfer speeds, customers save an average of 35% on the cost of their migration projects.

About PixMover™

PixMover™ optimizes how users store, collaborate on, transfer, and manage data. Around the enterprise, across metro WANs, Point to Point, to AWS S3, AWS Snowball, Wasabi, and private clouds – PixMover™ enhances operational workflows, improves worker performance, and increases customer satisfaction. Customers can easily calculate the benefits of PixMover's speed, savings, flexibility and scalability and ease of use. [Learn more about PixMover™.](#)

About Pixspan

Pixspan provides the fastest data acceleration for moving large forms of data of any type and size to, from, and within the Cloud as well as offers unique on-premise data solutions for full-resolution video and images.

Pixspan's software products accelerate and enhance cloud and on-premise workflows, offering unprecedented savings in time, storage and infrastructure costs. [Learn more about Pixspan.](#)