



SILVER PEAK VRX SOFTWARE WITH EMC RECOVER-POINT DELIVERS 20X FASTER OFFSITE REPLICATION

New Zealand's top internet business has chosen Silver Peak data acceleration software to enhance the performance of its EMC RecoverPoint remote data protection environment. By deploying the Silver Peak VRX virtual software with EMC RecoverPoint, the Trade Me Group reduced the time it takes to replicate data between its Wellington and Auckland facilities by 90 percent, enabling the company to easily meet its recovery point objective (RPO).

Trade Me is the largest internet business in New Zealand, responsible for generating approximately 60 percent of the country's domestic internet traffic. Trade Me is a household name and a website visited by hundreds of thousands of Kiwis (people from New Zealand) each day. There can be no downtime or lost data for this Internet business.

According to Allister Maguire, Trade Me's Head of Storage and Networks, every night the company replicates a considerable volume of information over the 650km that separate Auckland and Wellington. "It's about 2TB of compressed and encrypted database backups, and about 4TB of EMC RecoverPoint data in each 24-hour period," he says.

EMC RecoverPoint is a continuous data protection solution supporting asynchronous and synchronous data replication of block-based storage. By implementing Silver Peak VRX virtual software with EMC RecoverPoint, Trade Me can replicate more data in less time to remote offsite locations.

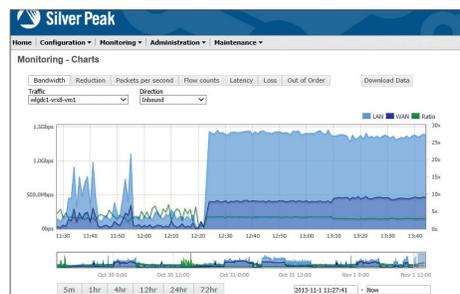
"By dissolving distance and improving link quality, we've achieved up to twenty times

faster data mobility over the WAN. That's quite substantial and means the data is available practically instantly to users in both data centres," says Maguire.

Maguire was also impressed by Silver Peak's ease of deployment. "Getting the Silver Peak virtual machines set up was a snap, with one on each end of a gigabit WAN link," he says, "Once the software is configured, the traffic moves through a lot faster. It's as simple as that."

An additional benefit in selecting Silver Peak software is cost savings. WAN optimisation hardware can be considerably more expensive than software. Maguire says the Silver Peak solution, in use at Trade Me for over a year, has earned its stripes as a reliable and dependable solution for exceptional replication acceleration performance.

"For us, the best thing is that it comes as a virtual appliance. That might not be a fit for everyone, but at Trade Me, it's proven to be cost-effective while delivering the sort of high availability and performance that we demand," he says.



With Silver Peak deployed, Trade Me reduced the replicated traffic by nearly 30x.

Customer: TRADE ME GROUP LIMITED

Business Challenges

- Improve replication to meet RPOs with existing WAN investment.
- Prevent replication from interfering with applications sharing the WAN.

Network Background

- Major Internet service provider in New Zealand.
- Data centers in Auckland and Wellington, about 650 km apart, connected by a gigabit WAN link.
- BlueArc is used for backing up about 2TB of compressed and encrypted SAN data.
- EMC RecoverPoint is used for replicating off-site about 4TB of data every 24 hours.

Silver Peak Results

- Improved RecoverPoint performance by nearly 30x.
- Nearly tripled BlueArc performance.