



Front Porch Migrates to Hyper-V with Gridstore: Results in Increased Performance and Lower TCA



Customer Overview

Front Porch is a Sonora, California-based provider of ISP software and services. Front Porch's technology enables network operators to deliver in-browser messages such as product promotions, app discovery, and service notifications to subscribers' devices. With Front Porch's in-browser notification, providers can add graphical content to any device's screen and control its presentation, effects, and delivery as users surf the Internet.

Internet providers across the globe with differing requirements use Front Porch solutions to improve communications with their customers, generate advertising revenue, and streamline manual processes.

Challenge: Keeping the most modern technology in-house, capable of handling vast amounts of data, while still being mindful of the bottom line

As the worldwide leader in subscriber messaging, Front Porch supports floating content overlay advertising or service messages after a browser loads a web page. Front Porch services generate millions of dollars for thousands of retailers, venues and service providers in the US and abroad. Additionally, PorchLight patented technology enables retailers and venue operators to communicate to connected consumers' smartphones while they shop during their visit.

Front Porch had utilized storage technology from its previous vendor for the past decade. Director of Network Operations, Martin Straw, is the first to admit that its former vendor provides quality technology. But, at the time of Front Porch's maintenance renewal, the costs were extremely high for both the storage and their VMware environment.

"At Front Porch, it is important that we keep current technologically. We looked at our previous, long-time vendor, and the cost for maintenance alone was going to be an expensive proposition. That got us thinking and looking for a new solution. We saw an article and then a white paper about Gridstore. We thought it looked like an interesting approach."

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Solution Highlights

- VMware environment migrated to Hyper-V
- NetApp storage replaced with five Gridstore Performance Storage Nodes with a capacity of 60TB
- Three Dell 910 servers running Hyper-V

The financial bottom line was the key driving force in Front Porch's decision to look at and ultimately give Microsoft Hyper-V and Gridstore a test drive. Front Porch made the move away from VMware to Hyper-V and implemented a new hardware platform consisting of a cluster of three Dell 910s connected to five Gridstore Performance Nodes in a single site installation, supporting the entirety of IT operations within the company. Front Porch first took the installation through a beta test, where early on it was apparent that if the entire storage load was moved to the Gridstore environment, performance was going to improve as well.

"We made the switch to Gridstore seamlessly," said Straw, "And at a cost that was less than what we would have had to pay for maintenance alone with our previous NetApp/VMware configuration."

Solution: Gridstore provides resilient storage at a reduction in cost

Gridstore's business value was clear for Front Porch. "Gridstore is a solution that worked well out of the box and has provided us with great value in its acquisition costs alone. We calculate the Gridstore system will pay for itself in a year."

Results: Gridstore provides tangible value for Front Porch

Front Porch realized benefits in implementing Gridstore:

- For less than the cost of maintenance renewal, Front Porch could refresh its environment and have newer, faster storage
- Despite its highly affordable price point, Gridstore's storage offered increased performance as well

"We have plans to modernize our research and development lab in 2015. We'll begin looking at solutions and designing the changes this summer," said Straw. "We will be circling back to Gridstore to deploy the solution for R&D and we expect our engagement to be similar to our corporate installation. Our experience with Gridstore has been very positive."

Results Highlights

- New, higher-capacity, lower-cost storage at a price point that was less than the maintenance renewal of VMware + NetApp
- Ability to meet the needs of the corporate data center in capacity and performance
- Easy-to-deploy solution and good support from Gridstore

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