

I/PRO



I/PRO is an independent third-party auditor of Internet audience data that provides publishers, advertisers and agencies with a clear, unbiased representation of media activity.

Founded in 1994, I/PRO is committed to providing advertising networks with audits and media research that are knowledgeable, safe, accurate and credible. I/PRO works with online media buyers to identify and qualify websites and networks through its authoritative statements of trustworthy audience data.

Over the last ten years, I/PRO Corporation has established a reputation for offering the industry's most comprehensive website auditing and audience measurement services, measuring traffic, visitor behavior, psychographics, demographics, and brand affinity for thousands of leading websites. The company's in-depth analysis and reporting, unparalleled in the industry for its breadth and depth, generates a large quantity of data that must be continually stored, protected, and analyzed.



Challenge

Faced with the need to decrease acquisition and maintenance costs of storage in a multi-tiered environment, I/PRO found that they had archived data onto expensive NAS systems.

I/PRO stores its data in a heterogeneous, multi-vendor storage environment comprising over 30 terabytes of data warehouse capacity. According to Chris Butler, COO/CTO at I/PRO, the company's growing heterogeneous storage environment became an expensive, painful, and difficult challenge to manage.

Anticipating further growth, Butler needed to simplify and reduce storage management costs, ideally creating a homogenous storage environment where all data is stored on a single, integrated system.

Solution

The Pillar Axiom™ Storage solution includes Quality of Service (QoS) features that deliver application-specific performance levels on an inexpensive SATA drive system. I/PRO depends on the multi-tenancy capabilities of the Axiom system to store archive data and Tier-2 type database transactions on the same array.

"Pillar Data Systems™ has a compelling architecture that delivers a highly scalable and controllable information infrastructure with a dramatically lowered cost of ownership."

Christopher E. Butler, COO and CTO, I/PRO Corporation



Results

Butler learned the Pillar Axiom promised high performance, easily managed NAS storage that could scale to hundreds of terabytes.

After completing a thorough evaluation of Axiom, and comparing its capabilities, price/performance and service offerings against I/PRO's legacy NAS vendor, I/PRO purchased their first 15-Terabyte system. I/PRO plans to migrate its entire NAS storage infrastructure to Pillar Axiom. The company has also begun evaluating SAN capability, which can seamlessly integrate within the same Pillar Axiom Storage system platform.

"The capabilities of the Pillar Axiom system are unparalleled. The system's unique ability to intelligently store multiple tiers of data on a common platform has already saved me three times the purchase price. This is crucial for I/PRO, as we maintain the deepest and broadest online media research platform. The Axiom utilizes a powerful architecture that makes it easy and cost-effective for us to operate our data warehousing, data analytics and tape archiving."

Christopher E. Butler, COO and CTO, I/PRO Corporation

