



## Storage Consolidation and Centralized Data Management Improve Information Availability and Reduce Administration Costs

iQstor Customer: American Web Services, Inc.

### Choosing a more suitable platform

Web service companies have a constant need for managing and transferring high volumes of data both within the company and to clients. They intergrate cutting-edge technologies together with internet strategy to deliver high quality solutions that create value and sustainable competitive advantage to their clients.

American Web Services, Inc. a privately held web service company founded in the early 1990's specializes in providing services such as advanced website design; search engine optimization and internet marketing; wireless and mobile devices; high capacity and high speed web hosting; multimedia and streaming video; responsive website changes; and spam and virus filtering.

American Web Services needed a storage system that would allow them to migrate from Windows 2000 to Windows 2003 and to upgrade the company's infrastructure. They also wanted to deploy a system that would allow higher performance, easier management and would be an affordable upgrade. According to Ed Williams, Chief Technology Officer, the American Web Services had numerous storage vendors to choose from but "was impressed with iQstor's breadth of software 'goodies' and the system's expandability."

### Consolidated storage

"When it came time to replace a number of aging servers, we considered the possibility of consolidated storage. Our challenges were the significant investment made in each server to ensure a suitable level of redundancy and backing up data across multiple servers. The iQstor iSCSI system made it more cost-effective to leverage our existing network assets and shift our storage investment from individual servers to a central and redundant configuration. We now have better data protection, save more money and have faster read/write access," said Ed Williams.

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Ed Williams  
Chief Technology Officer  
American Web Services, Inc.

### Business Challenge:

American Web Services needed to replace a number of aging DAS servers and migrate from Windows 2000 to Windows 2003. American Web Services wanted to ensure a suitable level of redundancy and address the challenge of backing up data across multiple servers.

### Solution:

iQstor iQ1250 iSCSI storage system was used to simplify management of backup tasks, audit storage utilization and provision new servers.

## Rethinking strategies

"Installing an iQstor storage system required us to rethink our strategies around storage allocation and backup. With the consolidation of storage, it has made it simpler to manage backup tasks, audit storage utilization and provision new servers. One of the greatest surprises when moving to the iQstor storage system was that it provided far better latency performance than the typical physical drive installation in an individual server, even when adding the overhead of iSCSI. Even better, we have used less than half the capacity of our iQstor system, so there's plenty of room to grow," added Ed Williams.

## An intelligent and affordable iSCSI SAN storage solution

An iQ1250 iSCSI SAN storage solution with Serial ATA (SATA) disk drives was deployed to simplify data redundancy, backup and restoring process. The system has been configured for multiple servers including web, database, video and e-mail. Also, a RAID 5 pool has been created for large transfers (video and web) and a RAID 1 for high transaction volume (database and e-mail). The company is primarily using Windows 2003 but planning to deploy the storage system with their Linux servers.

iQstor's iQ1250 iSCSI is the ideal storage system for organizations transferring from Direct Attached Storage (DAS) to networked storage. The iQ1250 is an intelligent, affordable and self-contained storage system that fits perfect for small and mid-sized companies. The iQ1250 delivers effective storage growth, scalability, data protection, storage automation and plug and play simplicity at a more affordable price than comparable Fibre Channel solutions.

In addition, the iQ1250 has cost-effective Serial ATA (SATA I & II) disk drives and is fully integrated with established enterprise-level features. Not only does the iQ1250 provide high density (up to 7.5TB) at an affordable cost it also offers an superb price and performance for end-users.

## About iQstor Networks, Inc.

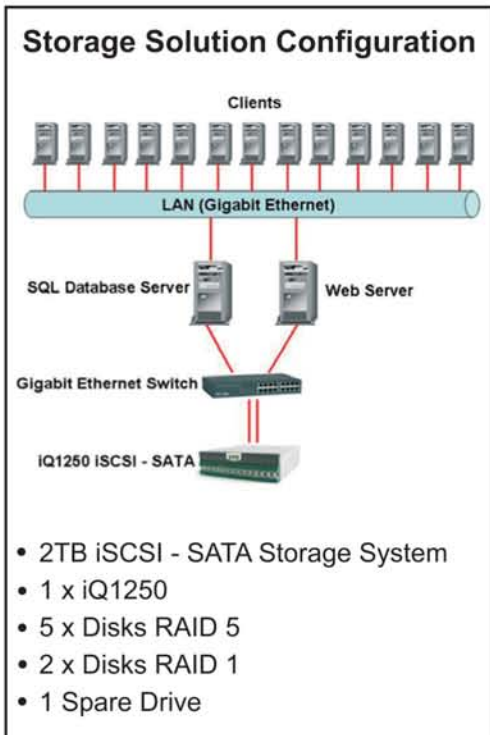
A privately-held company based in Newbury Park, CA, iQstor is a leader in the innovative design of storage solutions with embedded enterprise level functionality to channel partners worldwide. Its storage solutions include the iQ1000 Storage System, policy-based storage management, data services software, professional services, support and training.

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We Make Storage Intelligent and Affordable