



SUCCESS STORY  
**Media and Entertainment**



**EIDOSMEDIA | PROBLEM SOLVED**

EidosMedia helps global media giants engage with readers anytime, anywhere with the agility of NetApp® ONTAP® Cloud for Amazon Web Services (AWS).

# EidosMedia Serves Up Breaking News with Global Publishing Platform in the Cloud

Modern consumers want information on more devices than ever. They demand breaking news, up-to-the-second sports scores, and rich content experiences across the print, online, social, and mobile channels of their choosing. To reach readers where they are, today's tech-savvy publishers are turning to a single tool that enables them to quickly create and deliver content to any destination.

**DEPLOY STORAGE  
IN MINUTES**

**HYBRID CLOUD  
AGILITY**

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“Breaking news can’t wait. News moves fast and NetApp allows us to keep ahead of it.”

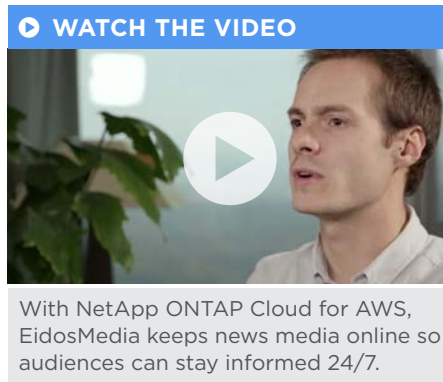
Lorenzo D.  
Lead Infrastructure Engineer, EidosMedia

EidosMedia, the content management backbone of media giants such as the *Wall Street Journal*, *Financial Times*, *Washington Post*, and Cox Media Group, provides a rich user experience through its new-generation digital publishing platform. It relies on agility enabled by ONTAP Cloud for AWS to develop new features that enable its customers to better engage with their readers.

### DYNAMIC NEWS DELIVERY WITH CLOUD AGILITY

EidosMedia’s publishing platform lets customers oversee content from planning to delivery on mobile, on the web, or in print. With a NetApp Data Fabric, EidosMedia can create environments for dev/test and production in minutes, manage and move data to wherever it’s needed, and enable nonstop data availability.

“We are moving from on-premises to a cloud SaaS model to better scale and meet the needs of our customers,” says Lorenzo D., lead infrastructure engineer at EidosMedia. “NetApp’s Data Fabric gives me the flexibility I need.”



With ONTAP Cloud on AWS, EidosMedia can leverage the elasticity and cost efficiency of the cloud for rapid development of new features and services to help customers compete in an ever-changing industry.

ONTAP Cloud resources can be deployed in minutes from the AWS marketplace and turned off in an instant. Users can choose whether to pay upfront or by usage. For EidosMedia’s developers, that means no more waiting days or weeks for new hardware to be deployed. Using NetApp FlexClone® technology with ONTAP Cloud, they can clone hundreds of environments in minutes.

### FLEXIBLE DATA MANAGEMENT IN THE CLOUD

EidosMedia also uses ONTAP Cloud to enable cloud flexibility for highly dynamic production environments. Customers such as Cox Media Group leverage EidosMedia’s platform to quickly publish new content to a variety of endpoints.

Every day, hundreds of journalists from Cox Media Group use EidosMedia’s platform to create content and distribute it to more than 160 websites. The scalability of ONTAP Cloud enables EidosMedia to handle the complexity of a diversified editorial environment. Apps and content can be scaled up or down as needed.

With a Data Fabric enabled by NetApp, EidosMedia can move those workloads from the cloud to its on-premises private cloud—and back—at any time.

“Some applications will need to be deployed on premises,” adds Lorenzo D. “Having a Data Fabric means that we can create an environment in the cloud for testing, mirror it back to our on-premises

NetApp environment, and scratch the temporary environment that we deployed in the cloud.”

EidosMedia can also use ONTAP Cloud to mirror data across physical storage environments no matter where they are in the world. Data can be moved to where it is needed to satisfy latency and data sovereignty requirements.

“ONTAP Cloud accelerates the time to create new volumes,” adds Lorenzo D. “Data is constantly available, ready to provide maximum

performance, which is vital for our applications.”

### **BECAUSE BREAKING NEWS DOESN'T WAIT**

Uptime is critical for EidosMedia and its customers. Audiences trust EidosMedia’s customers to keep them informed 24x7. “Because our customers are media and financial institutions, downtime is not an option,” explains Lorenzo D. NetApp’s highly available storage in AWS provides nonstop operations and business continuity.

Using ONTAP Cloud, EidosMedia can create an exact copy of its environment in AWS as a secondary disaster recovery site. With NetApp Snapshot® technology, data can be mirrored from one site to another to ensure minimal data loss in the event of a disaster.

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## **SOLUTION COMPONENTS**

### **NETAPP PRODUCTS**

[ONTAP Cloud for AWS](#)

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NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit [www.netapp.com](http://www.netapp.com). #DataDriven

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