

BodyLogicMD

OSNEXUS® QuantaStor™ Boosts iSCSI Performance on a Cloud Managed Platform from SoftLayer, an IBM Company

Founded in 2003, BodyLogicMD is the nation's largest and fastest growing network of highly trained physicians specializing in natural bioidentical hormone replacement therapy. Integrated with fitness and nutrition programs, BodyLogicMD's medically supervised programs are for men and women suffering from hormonal imbalance. The company helps with advertising, staffing, location, and all the IT needs of the physician network, so that the doctor only has to worry about the health of the patient.

SUMMARY

CUSTOMER

BodyLogicMD
www.bodylogicmd.com

INDUSTRY

Medical Services

CHALLENGE

How to deliver highest performance, high availability iSCSI virtualized infrastructure hosted in the Cloud

SOLUTION

OSNEXUS QuantaStor software defined storage with SoftLayer cloud managed hardware platform offering:

- High performance iSCSI interconnect
- SSD Caching
- Snapshots
- Remote replication
- High availability failover
- Single easy to use management interface

RESULT

Highest performance virtualized infrastructure with integrated disaster recovery, at 40% of the cost of public cloud storage

THE CHALLENGE

The entire BodyLogicMD corporate site is managed by a small IT infrastructure team supporting nearly 100 employees in the corporate office while also providing additional IT services to over 250 employees in regional franchise offices. The company website, www.bodylogicmd.com, is the leading expert site on the topic of bioidentical hormone replacement therapy, with over 200,000 unique visitors per month. Being the primary face to prospective customers, the on-line experience has to be a positive one.

From inception, the company has managed most of its IT infrastructure in the cloud. As the business expanded, so did the requirement for advanced features, and SoftLayer proved to be the right partner to meet these new business challenges. As the number one website in the world for bioidentical HRT enquiry meant that the virtualized infrastructure was under heavy load and the standard iSCSI cloud solution from SoftLayer was not sufficient to meet BodyLogicMD's aggressive performance requirements.

THE SOLUTION

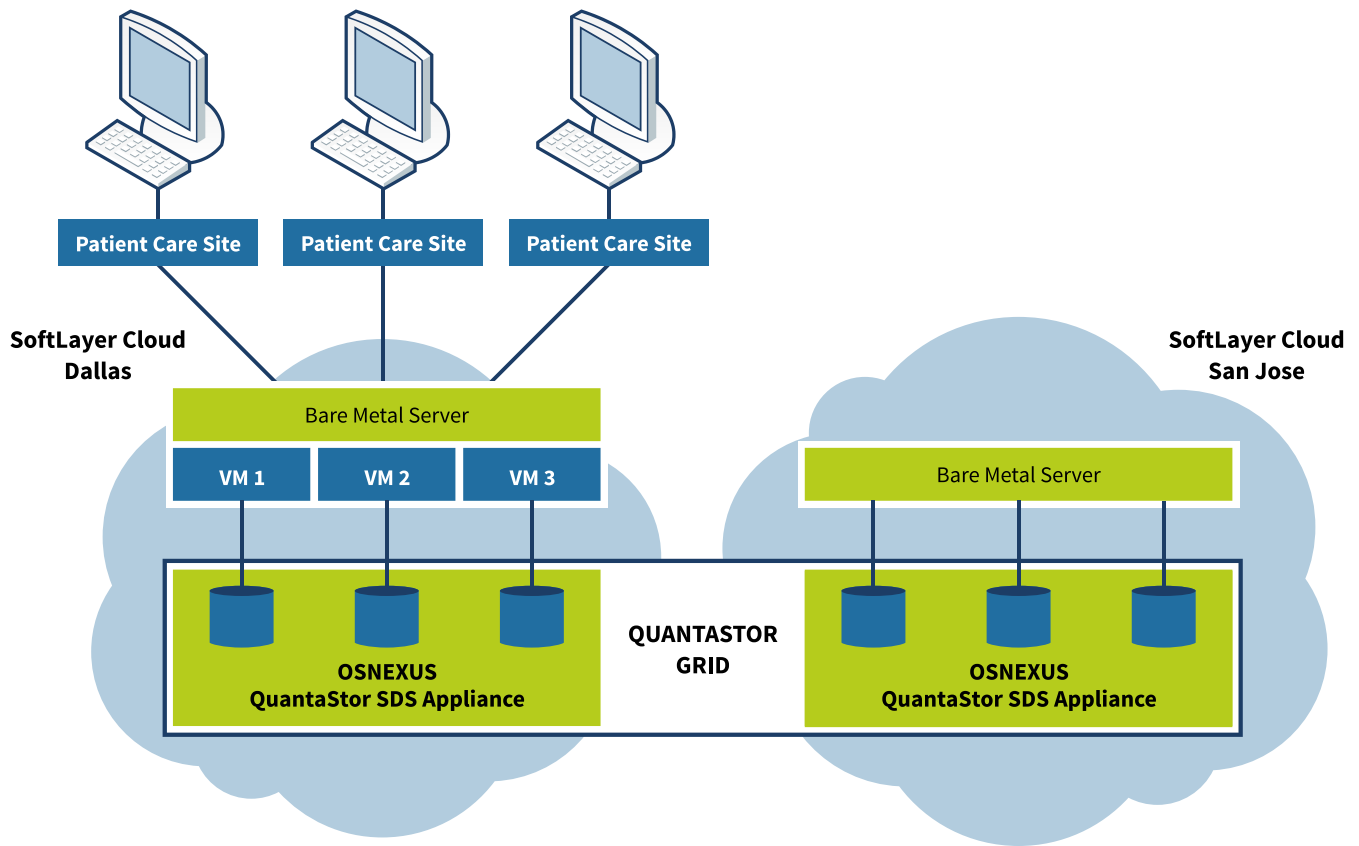
The BodyLogicMD team could have considered building their own hardware infrastructure and having it installed on premises, but that would have put an additional burden on an already strapped IT team. Luckily the company was already partnered with SoftLayer, the only cloud services provider who offers both virtual servers as well as bare metal solutions in one seamless platform. SoftLayer proposed an alternative solution using a cloud-managed platform running OSNEXUS QuantaStor. The QuantaStor Software Defined Storage (SDS) suite provides a platform of storage options that allows the user to customize the storage solution to meet his specific needs. The QuantaStor SDS platform has been qualified on a range of hardware systems from SoftLayer, giving BodyLogicMD a variety of performance and capacity appliances to choose from. At the core of the QuantaStor platform is QuantaGrid™, a scale-out management technology that allows the

user to combine large numbers of systems together into a unified grid. Grids can span across different physical locations and facilitates advanced features like scale-out NAS, snapshots, compression and disaster recovery (DR).

After building a relationship with the technical team at OSNEXUS, BodyLogicMD decided to do a trial on QuantaStor, and quickly found that it solved their performance problems. BodyLogicMD has also benefited from the integrated DR capabilities in a QuantaStor deployment. "We have two QuantaStor boxes that run between Dallas and San Jose. Our primary is Dallas and we use snapshots and replication to San Jose as part of our disaster recovery (DR) strategy." Said Matthew Roberts, Manager of IT Infrastructure.

“ We have had a 60% saving in storage costs moving from cloud storage to our own QuantaStor appliances, managed at SoftLayer. ”

Matthew Roberts
IT Infrastructure Team, BodyLogicMD



THE RESULT

The BodyLogicMD team has been using the QuantaStor SDS solution from SoftLayer for over two years now and has never lost data thanks to the DR capability. “There really have been no issues with QuantaStor, the performance is excellent and it works as intended” said Roberts. He likes the flexibility in being able to refine the SoftLayer hardware platform as well. One of the inherent advantages of an SDS solution is the separation of the hardware and software. The hardware platform is dynamic and can be tailored to improve application performance needs. BodyLogicMD recently installed some SSDs into its storage appliances to improve performance utilizing the QuantaStor integrated SSD caching layer. It has helped boost performance tremendously and saved having to invest in a complete new platform.

Best of all for the team, there was a huge cost savings benefit and the company gained a 60% reduction in storage costs moving from a different hosted cloud storage vendor to its own managed QuantaStor appliances at SoftLayer.