

Nexus Stores and Protects its Data with StorageCraft OneXafe



Client Profile

NEXUS
COMMUNICATIONS

Company

Nexus Communications

Country

Canada

Province

Ontario

Services

Talent communications

Employees

24

Solution

OneXafe

Leading talent communications company chooses OneXafe to ensure its graphics files are always protected and available.

About Nexus Communications

Nexus Communications helps large enterprise clients across Canada and the United States communicate more effectively with their current and prospective employees. Nexus produces all kinds of communications, including podcasts, posters, infographics, websites, explainer videos, testimonial videos, and more.

The small but rapidly growing company has two offices about 250 miles (400 km) apart. Nexus is headquartered in Toronto, and its graphic design studio is in Sudbury, Ontario, where the company was founded and where its creative and video professionals work.

The Challenge

As a growing team that works with large graphics files every day, Nexus needed a data storage system with enterprise-level features and capabilities to simplify managing and protecting its rapidly expanding data pool.

Nexus previously relied on a centralized server for documents and graphics files used by the designers working in the Sudbury office. Grant Cronyn, Director of Video Production and Talent Communications Strategist, explains, “At the end of each workweek our data was backed up to an external drive, and then the studio manager would take it home. That was the extent of our backup process.”

Most of the company’s media files would have been lost had that server gone down. “We would have been in trouble,” Cronyn adds. Nexus could have lost data, many hours of work, and possibly clients, too.

The Solution

Nexus tasked M.I.T. Consulting, its managed service provider (MSP), with providing a simple office server that could replicate their data in both locations. After reviewing a Dell-EMC solution that proved too costly, M.I.T. recommended StorageCraft for this setup. Both then worked together to create a solution that aligned with Nexus' budget and usage requirements, while also providing an easy upgrade path.

Nexus installed a OneXafe appliance in place of the centralized server in Sudbury, with an identical system in the Toronto office. The two OneXafe appliances remotely replicate to each other, ensuring that both offices are always sharing identical files and each location has a full continuous snapshot history. These immutable snapshots occur every 90 seconds, can't be deleted, and ensure every file can be recovered quickly and easily in the event of accidental deletion, ransomware attack, or a data corruption issue.

Each OneXafe has the ability to seamlessly add more storage capacity. "In evaluating the storage capacity and the number of OneXafe nodes we needed, we figured we'd start with the foundation and build from there," says Cronyn. "We wanted a system that would easily expand as we grow so it could be both a server that replicates as well as a media server."

The Results

Nexus graphics files are now fully protected with OneXafe's continuous data protection and replicated across two locations. So if a disaster happens at one location, the other office can still function and no data will be lost. Additionally, because the two OneXafe appliances share files, Nexus co-workers now collaborate more efficiently, saving time and reducing potential errors.

"It opened up the world," Cronyn says of the OneXafe solution. "I don't need to email or call a graphic artist if I need the latest version of the poster that we just designed for a client. I can just go into the server and grab it. That's really, really handy."

While Nexus isn't storing their video footage on OneXafe yet, that is in the company's plans. "As we start to build out the video team and expand what we're doing, our vision is to have OneXafe stand in as a centralized server. We'll attach multiple workstations, so that all of our editors and animators can be editing off that one machine," says Cronyn. "At that point, we may be storing and protecting a petabyte or more of data on OneXafe."

Key Differentiators

"The price point was excellent," says Cronyn. "We knew we were buying something that we could build on—a solution that's easy to upgrade. And StorageCraft's sales team and level of service are amazing. Even though Nexus is a small company, we feel like we are as valued as any large client. As a sales guy, I appreciate that in outside sales colleagues," concluded Cronyn.



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