



wasabi[™]
hot storage

CASE STUDY

Kim Komando Show Slashes Storage Costs with Wasabi

Eliminates the hassles and inefficiencies of tape-based data backup

Overview

The Kim Komando Show, the largest weekend radio show in the United States, with an estimated reach of 6.5 million listeners, uses Wasabi hot storage for cost-effective, fast and reliable data protection for its business-critical multimedia content. Wasabi's cloud storage service extends the broadcaster's on premises network-attached storage (NAS) investments and eliminates the hassles and inefficiencies of tape-based data backup and recovery solutions.



Business Challenge: Affordable, Fast and Reliable Data Protection

Kim Komando, “America’s Digital Goddess,” is one of America’s most successful radio hosts and web entrepreneurs. Her three-hour weekly radio show on technology is carried on over 450 stations across the country and hundreds more around the world. Each episode is video-recorded for on-demand viewing. Every month the show adds 2.8 TB of video content to its extensive playback library.

The broadcaster’s existing storage and data protection solution—a combination of NAS arrays and tape drives—was becoming increasingly costly, complex and risky to maintain and scale. “Like many businesses that store a lot of data, we had a single, very expensive NAS array and were backing up everything locally to tape,” recalls Chris Wojno, VP of Information Technology for the Kim Komando Show. “We needed a simple and economical way to replicate data offsite for disaster recovery.”

Solution: Wasabi Hot Storage

After evaluating a number of options including Amazon S3, Wojno selected Wasabi hot storage as a secondary storage platform. Wasabi hot storage is extremely

affordable, fast and reliable cloud storage—for any purpose. “Quite simply, Wasabi provides the same capabilities as the other cloud storage services, at a much lower price,” explains Wojno. The broadcaster stores its entire multimedia library—40 TB and growing—for around just \$175 per month, compared to approximately \$1,015 per month had Wojno selected Amazon S3. Wasabi hot storage is also significantly faster than S3 and other cloud storage services.

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The broadcaster uses CloudBerry Backup with Wasabi for rapid replication and recovery. The CloudBerry product works seamlessly with Wasabi hot storage to provide an efficient and cost-effective remote data protection solution. “With CloudBerry we can backup and restore data from Wasabi extremely quickly and easily. Data recovery was one of the first things we tested with Wasabi, and it worked perfectly right out of the gate,” says Wojno. The broadcaster received a complimentary CloudBerry license for participating in a webinar reviewing the integrated solution.

Thanks to Wasabi, the Kim Komando Show now takes full advantage of a highly cost-effective and scalable cloud storage service. Better still, Wojno enjoys the peace of mind knowing his business-critical data is always protected and always available in the event of a data center outage or a catastrophe.



CHALLENGE

- Provide cost-effective, fast and reliable data protection for ever-expanding multimedia library

SOLUTION

- Wasabi hot storage and CloudBerry Backup.

RESULTS

- Ultra-low-cost service and flat pricing model slash expenses.
- Fast and reliable secondary storage solution reduces risk and uncertainty
- Automated backup and recovery capabilities eliminate tape hassles and shortcomings

About Wasabi

Wasabi is the hot storage company that delivers low-cost, fast and reliable cloud storage. Wasabi hot storage is 1/5th the price and 6x the speed of Amazon S3. We hate vendor lock-in, so we made Wasabi 100% compatible with Amazon S3.

Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is on a mission to commoditize the storage industry.

