



Auction house demands better storage

Oztion is Australia's second largest online auction site. The company recently implemented a new storage infrastructure system to handle the rising volumes of transactions it processes, as it gears up its service to offer a wider variety of products to the hundreds of thousands of people that use its website.

Founded two years ago, Oztion regularly has more than 450,000 items on its website available for auction and purchase. According to Oztion managing director Philip Druce, the company needed to upgrade its legacy storage infrastructure to meet the demands of a projected significant jump in web traffic and transactions in the next few years.

"We had reached a point where our existing storage platform could simply not cope with the increase in our business," says Druce.

The Oztion online auction service includes its vShop service, which allows any business to establish a fully branded, easy to set up and maintain internet shop. Each vShop is created

within the Oztion site, and benefits from the hundreds of thousands of visitors to its website, which has more than 19,000 members.

This led to Druce having particular requirements in mind for the new system.

"It was important for Oztion to deploy a highly available storage platform as any disruption to our service or network down time can result in the loss of customers,

Druce says. "We were looking for a system that provided an upgrade path to a larger storage array and a hardware offering that offered 99.999% up time."

To solve these storage woes, the company installed a CX3-10 mid-range storage array from EMC.

"The CX3 storage platform also allows us to easily migrate to large storage systems in the future, whilst already providing us with high availability of data, and great processing performance via their end-to-end 4 Gbps bandwidth system."

The new system affords Oztion the confidence that its back-end transaction database remains online during peak transaction periods.

The storage platform suite manages web services, mail and messaging systems, distributed applications and high-performance workloads. It also includes a storage array, which can scale up to 237 TB.

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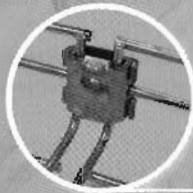
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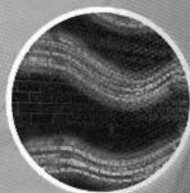
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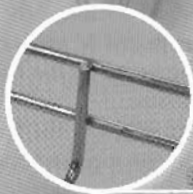
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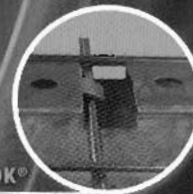
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