

# KEEPING CRITICAL DATA SAFE WHILE MAKING A MOVE TO THE CLOUD

Oath, a leader in the media industry, effectively protects data while migrating applications to the cloud using Dell EMC Data Protection Software



Media & Entertainment

United States

## Business needs

Oath needed to ensure comprehensive data protection without disruption while moving key business applications to the cloud.

## Solutions at a glance

- [Data Protection](#)

## Business results

- Single data protection tools & skills set for critical business data on-premises and in the cloud

Responds quickly to business demands



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Cuts data backup and protection costs by two-thirds



Oath, a Verizon subsidiary comprising the former Yahoo and AOL businesses, is a diverse company of more than 50 media and technology brands that engage more than 1 billion people worldwide. To gain new efficiencies, the AOL business had begun moving workloads to the cloud prior to the merger. As the newly formed Oath began to grow, the business decided to accelerate IT transformation by migrating more of its infrastructure to the cloud. “There was a big push to move to the cloud, to gain more flexibility and operational efficiency and find technology that was flexible enough for all Oath consumption models globally,” says Daniel Pollack, chief storage architect for Oath. The company decided on Amazon Web Services (AWS) as its cloud technology provider.

As Oath prepared to move dozens of applications to AWS, it needed to ensure the same level of data protection it had on its on-premises IT infrastructure. “We have to protect all our internal and customer-facing data, and that means using the best data protection and backup software,” Pollack says. “However, we found that our old software was not economically viable anymore.”

## Moving to the cloud with Dell EMC Data Protection Software

Before becoming part of Oath, the former AOL organization had used a range of Dell EMC storage solutions and Dell EMC Data Domain for backup, archiving and disaster recovery. Because the company wanted to build on that environment and add cloud-based data protection, it chose to implement Dell EMC Data Protection Software. “Even though we evaluated other vendors’ solutions, we discovered that if we went with the Dell EMC solution, it would be better integrated with the hardware we already have in place,” says Pollack.

Oath began using Dell EMC Data Protection Software for Applications and Dell EMC Data Protection Software for Backup, including Dell EMC Data Domain Virtual Edition on AWS for the company’s remote global locations. Using its new data protection software solution, Oath is protecting applications and other workloads both in the cloud and in its three data centers. “We use Dell EMC Data Protection Software to protect structured and unstructured data,

SQL Server and NoSQL databases, and office automation tools,” states Pollack.

## Protecting critical business data on-premises and in the cloud

By implementing Dell EMC Data Protection Software, Oath moved key workloads to the cloud without any business disruption. “We were able to move to the cloud seamlessly, with no impact to our end users across the globe, because of the capabilities of Dell EMC Data Protection Software. That made it very easy to follow the direction of the company as far as becoming more cloud-focused,” says Pollack. “About 10 percent of our infrastructure is on AWS now, and that migration was very simple.”

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Daniel Pollack  
Chief Storage Architect, Oath

# Reducing software costs by nearly 70 percent

Oath has achieved its goal of reducing data protection software costs. “We are only paying one-third of what we were paying before for data backup and protection by using Dell EMC Data Protection Software,” says Pollack. “In addition, we are seeing some operational efficiency gains in terms of managing the data protection and backup environment, so we expect further cost reductions.”

## Improving manageability and flexibility

The company can now more effectively manage remote data backup jobs. “Previously, we had a lot of backup appliances in random locations throughout the world. But since we moved to a cloud-based environment using Dell EMC Data Domain Virtual Edition on AWS, we can manage backup processes more efficiently,” Pollack says.

Finally, Oath has the flexibility it needs to respond quickly to business demands. “We have more agility and flexibility by being on the cloud, so we can quickly launch short-term solutions while maintaining service levels when we need to,” says Pollack. “Overall, we have reduced a lot of the risk and uncertainty related to the merger by implementing Dell EMC Data Protection Software.”

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Daniel Pollack  
Chief Storage Architect, Oath



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