



About Customer

Ampersand is moving TV forward. As the industry's largest source of combined multiscreen TV inventory and viewership insights, the company is changing the way TV is planned, activated and measured.

www.ampersand.tv

Geo

North America

Industry

Media and Entertainment

Solution Area

Enable Multi-cloud

Products in Use

Pure Storage® FlashArray//X™
Pure Cloud Block Store™
Pure1®

Ampersand Adopts Hybrid Cloud to Speed TV Insights

Whether a local or national advertiser, Ampersand helps clients reach their unique target audience and deliver their messages anytime, anywhere on any device—with a commitment to privacy. This requires timely, data-driven insights to help clients capitalize on opportunities.

To speed decision-making, Ampersand adopted a cloud-first strategy that leverages Pure Storage for increased resilience and performance in a hybrid cloud environment. Ampersand benefits from the capabilities and economics that make the cloud ideal for both disaster recovery and on-demand analytics at massive scale—and advertisers can reach their goals more efficiently.

"Pure helps us deliver data insights that drive tangible results for advertisers. Our gain is their gain."

SETH WEINGARTEN,
VP OF NETWORK
OPERATIONS,
AMPERSAND

Impact on Ampersand



Supports a cloud-first strategy while maintaining full control of data



Reduces TCO and drives efficiencies by eliminating physical data center



Accelerates time to insights so advertisers can optimize TV campaigns



Challenges



Legacy storage in primary site couldn't replicate data to the public cloud without additional hardware or software



Disaster recovery site had aging gear that was expensive to maintain



Transactional data resided solely on-premises, slowing the integration with data residing in the cloud

Results



Achieves seamless data mobility and replication from on-premises to cloud



Moves DR to the cloud to cut costs and achieves 5:1 mean data reduction



Migrates transactional databases to the cloud for faster throughput

Reaching Audiences with Precision and Scale

Every day, Ampersand collects and parses aggregated viewership data to help clients reach the right audiences in more than 200 media markets and 165 networks and apps.

Aggregate viewership data insights—and the associated machine learning (ML) workloads that extract aggregated insights for advertisers—resides in Amazon Web Services (AWS). Ampersand taps the batch processing capabilities in AWS to run thousands of ML workloads concurrently at any given time, absorbing an enormous amount of data insights from multichannel video programming distributors and rating sources.

To build on the scale and performance of the cloud, Ampersand wanted to move its SQL Server and MySQL transactional data to AWS and adopt the cloud for disaster recovery. That meant retiring the physical secondary data center used specifically for backups and instead replicating data from the primary data center to the cloud.

The problem with this was twofold. “Our legacy storage was costly to maintain and didn’t have the power to handle these workloads,” says Seth Weingarten, Vice President of Network Operations at Ampersand. “And even if it did, we couldn’t move this data seamlessly to and from the cloud.”

The Best of Both Worlds

Ampersand solved both challenges with Pure. Pure Storage FlashArray//X brings top performance on-premises, while Pure Cloud Block Store delivers data portability, flexibility, and consistency in the public cloud. For robust disaster recovery, Ampersand uses ActiveDR™ and asynchronous replication from FlashArray into AWS.

“Pure Cloud Block Store enables us to undertake our cloud initiatives with confidence,” says Weingarten. “With Cloud Block Store on AWS, we get the best of both private and public cloud and maintain complete control over our data.”

Cloud Block Store proved simple to deploy and manage. From the Pure1 interface, Ampersand can move volumes into the cloud or repatriate data to the physical data center without reformatting data or refactoring applications. Ampersand is consuming less storage capacity in AWS with Pure snapshots, achieving average data reduction rates of 5:1. The company gains better performance, at a lower cost, with complete data portability.

Optimizing TV Campaigns

Having aggregated viewership and transactional data reside in the cloud accelerates time to insights for Ampersand’s clients. “Pure helps us deliver data insights that drive tangible results for advertisers,” says Weingarten. “Our gain is their gain.”

purestorage.com

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