



### About Customer

TownNews gives local media organizations the tools they need to succeed in the digital age. Its content management system (CMS) known as BLOX, and its digital services support a large percentage of newspapers and broadcast companies in North America.

[www.townnews.com](http://www.townnews.com)

### Geo

North America

### Industry

Media & Entertainment

### Solution Area

Accelerate Applications  
Activate Analytics and AI

### Products in Use

Pure Storage® FlashBlade™

# TownNews Helps Local News Outlets Nationwide Thrive

TownNews is dedicated to the success of local journalism. Thousands of media organizations depend on its content management platform to help them deliver the news profitably in a digital world. From breaking news to archives, TownNews manages tens of billions of articles, photos, and videos for customers—a rich source of insights that help media organizations stay relevant and expand readership.

As Director of Network Operations, it's Chris Murley's job to keep the data available for retrieval and analysis. Faced with growing data volumes on a storage system unsuited to managing and replicating so many small files, Chris turned to Pure Storage FlashBlade, a unified fast file and object platform, for improved performance, simplified management, and fast file replication right out of the box.

"I was impressed by how simple Pure is to manage. It's a quiet powerhouse in the back of the room that does exactly what it is supposed to."

**CHRIS MURLEY,**  
DIRECTOR OF NETWORK  
OPERATIONS, TOWNNEWS

## Impact on TownNews



Positions TownNews as a leader in the fast-changing media industry



Helps local news outlets grow their readership through powerful data insights



Allows IT to drive innovation rather than managing storage

## Challenges



Storage performance lagged on data-intensive analytics and reports



Costly, inefficient storage couldn't support the constant stream of daily news



IT needed to simplify storage to focus on developing new services

## Results



Monthly storage usage reports run in 30 minutes instead of 45 days



45% data reduction means a smaller footprint and lower overhead costs



Migration completed in 30 days instead of the expected 10 months

## Every Community Has News to Share (and Store)

When Chris Murley joined TownNews 20 years ago, newspapers were just starting to publish content online. Today, the company offers dozens of services to help local media outlets thrive, and they all hinge on data.

"We manage tens of billions of small files—every article, image, and video our customers publish, as well as archives stretching back nearly 100 years," Murley says.

Customers need rapid access to this data as they compete for readership online, publishing relevant content amidst accelerating news cycles. TownNews also taps the data for valuable insights, including behavioral analytics, audience segmentation, and trending topics. And its AI-driven search algorithm retrieves archived content based on today's news. "That means cold, inactive content can suddenly become extremely hot," Murley explains. "For example, if there is a record snowfall today, our engine will find reports on the last big snowstorm a decade ago."

TownNews' existing storage couldn't keep up with growing data stores. IT was busy with admin tasks and frequently on support calls with the storage vendor. One monthly report, used to track customer usage of storage capacity, took 45 days to complete—a clear sign something had to give.

"We were so frustrated, we even considered building our own storage solution," says Murley. "That was before we discovered Pure Storage—it was exactly what we would have built for ourselves."

## Unbreakable Flash Storage for Breaking News

TownNews moved everything to Pure Storage FlashBlades, replicating data between two facilities in active-active mode. Murley tried to break the new storage from the start.

"We started firing off replication jobs on the FlashBlade, and we couldn't break it," he says. "Plus, we initially estimated a 10-month migration, but the whole thing took only about 30 days."

After the migration, TownNews saw read-write performance go from just under 10 seconds to under three seconds. The report that took 45 days now runs in around 30 minutes. Plus, a 45 percent data reduction lowers overhead costs and simplifies management. And now that the IT team doesn't have to constantly call customer support, they have more time and energy to develop new products for customers.

"I was impressed by how simple Pure is to manage," says Murley. "It's a quiet powerhouse in the back of the room that does exactly what it's supposed to."

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800.379.PURE

