

CASE STUDY

“We are very excited to leverage the expertise and reliability of PrimeVault hosting services for our backup and recovery needs. As a leader in the storage networking space, FalconStor provides us with the robust storage that we need to bring KyLinTV into the future and into the homes of millions. We can move forward with confidence and assurance, knowing that our data storage is being managed from top-to-bottom and end-to-end.”

– Nancy Li, Chief Executive Officer, KyLinTV, Inc.

KyLinTV, Inc.

The Show Goes on With PrimeVault



About KyLinTV

KyLinTV, Inc. delivers exclusive live television programming and on-demand movies from China to any television set in the world using advanced IPTV (Internet Protocol TV) technology. KyLinTV was founded in 2005 and is headquartered in Plainview, NY.

In the past, it was difficult for people of various cultures to get access to in-depth ethnic programming; there are only a select few cable networks focusing on a select few cultures. Moreover, satellite TV has its own logistical issues and accessibility limitations in terms of programming, geographical constraints, and weather sensitivity.

Today, however, any family with a DSL line or cable modem can access KyLinTV's state-of-the-art offering that brings thousands of hours of real-time broadcasting and streaming video on-demand (VoD) into their home. KyLinTV is one of the first of its kind to offer such services. Using boxes with Internet access connected to standard television sets, subscribers can now choose from a vast selection of popular Chinese movies and TV shows via IP/broadband.

Business Need

With a total of more than 15,000 hours of stored video, and more being added each week – as much as 1TB per month – data storage is a critical business component for KyLinTV. “We can't have any interruptions. Reliability is critical to our customers,” explains Nancy Li, Chief Executive Officer.

KyLinTV needed a means of hosting and backing up critical data to ensure continuous availability and recovery in the event of an emergency. The company hoped to leverage its existing hardware/software environment – including systems and storage protocols – as much as possible, and to free its IT administrative staff from the burden of maintaining and servicing stored video content. For these reasons, it made sense to explore the idea of outsourcing the storage and storage management components of their business.

The PrimeVault Solution

PrimeVault provides a complete range of cost-effective and reliable data protection, archiving, and dedicated hosting services for businesses of all sizes. Combining unrivaled technical expertise, 24x7x365 monitoring, and a state-of-the-art data center, PrimeVault supports the recovery of KyLinTV's critical systems. PrimeVault's high availability network storage infrastructure is powered by FalconStor's award-winning IPStor software, providing robust business continuity and disaster recovery functionality, along with RAID-6 storage for end-to-end redundancy and reliability from both a hardware and software perspective.

KyLinTV chose to be among the first PrimeVault customers based on FalconStor's proven track record and reputation as a storage leader. To fulfill its storage requirements, KyLinTV is leveraging PrimeVault's services for dedicated server hosting, co-location, remote replication (for disaster recovery), mirroring (for high data availability), and TimeMark snapshot (for granular backup and immediate data rollback).

Industry

Media/Entertainment

Company Profile

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IT Challenges

Lack of efficient storage management, which is critical to delivering 24x7x365 availability of TV programming

Required a reliable co-location facility in the NY metro area

Needed to provide redundant storage for over 15,000 hours of on-demand video content, with approximately 1TB being added per month

Leverage existing infrastructure without having to make costly new storage investments

Solution

FalconStor PrimeVault services, including:

- Dedicated server hosting
- Co-location
- Redundant SAN-based storage
- Data protection – Granular data backup with data rollback functionality, nonstop business continuity, and reliable disaster protection using FalconStor IPStor® storage services: replication, mirroring, and TimeMark®

Benefits

- 24x7x365 data availability for continuous uptime & consistent customer satisfaction
- Creation of duplicate data sets for backup and disaster protection without impacting production environment
- Rapid data recovery if needed
- High performance storage environment
- Optimized utilization of IT personnel through dramatically simplified storage management
- Easily scalable storage solution to accommodate steady proliferation of video content & inevitable data growth spurts
- Minimized total cost of owning (TCO) a robust solution for storage management and data protection

PrimeVault's on-demand storage capacity provisioning service continuously monitors storage consumption and availability, allowing KyLinTV to purchase and utilize just the amount of storage needed without the risk of running out of disk space. Synchronous and asynchronous mirroring across disk arrays protects KyLinTV's data from potential disk drive or array failures by providing exact duplicate data copies residing on disparate devices. IPStor's TimeMark Option takes frequent disk-based delta snapshots (capturing only the changes made) of the live data, providing granular data protection between regular backups. This ensures accurate, point-in-time recovery of data in the event of "soft" failures such as accidental deletions, viruses, crashes, hardware failures, or corruption.

Future Plans

Since KyLinTV first went on the air in June of 2005, more than 500 customers have subscribed to the service from the metropolitan New York area alone — and the audience is growing. In the future, Li and her team are planning to expand their customer base, which will reinforce the need for continuous data availability. In addition, they are looking into providing niche programming for a breadth of ethnic, religious, and topic-specific channels for both home and commercial use. For example, the company has plans to provide in-store programming for a popular sports retailer. As their offerings expand, so too will the amount of data, and thus their storage management needs.

"As KyLinTV grows, we intend to leverage more of PrimeVault's managed storage services, which will further free up our IT staff to focus on internal issues," says Li. "We are confident that FalconStor's offerings will scale with us as we grow, and that PrimeVault will continue to be the ideal offsite location for our critical data."

Benefits Summary

PrimeVault's secure, fault-tolerant IPStor-powered storage environment offers KyLinTV high levels of data availability, with the flexibility to work with their existing infrastructure and the scalability to accommodate impending growth. KyLinTV is already enjoying the cost efficiencies, overhead savings, ease of management, and superior reliability that result from outsourcing data storage and protection needs. "We are very pleased with what we have experienced thus far with PrimeVault, and we are excited about the ways in which we can use these and other PrimeVault services going forward," says Li.



PrimeVault enables KyLinTV to store thousands of hours of programming, including many of China's latest hit movies.

