



Intelligent Clustered Storage

ISILON IQ CASE STUDY

Kodak EasyShare Gallery

Applications

Primary clustered storage for world's leading online photo service web site.

Challenge

Kodak EasyShare Gallery (formerly Ofoto) wanted to significantly reduce its storage capital and operating expenses, achieve unsurpassed reliability and incrementally scale capacity for its rapidly growing user base. Kodak EasyShare Gallery required a simplified network storage architecture that could easily expand to accommodate billions of images and quickly handle daily additions of multiple terabytes following peak traffic periods and holidays.

Isilon IQ Benefits

Kodak EasyShare Gallery evaluated Isilon IQ along with numerous traditional NAS, SAN and other storage systems, and ultimately selected Isilon IQ for its:

- Capital and operational cost savings
- Unparalleled ease of use
- Blazingly fast deployment time – capacity can be added in under 60 seconds, and new cluster planning and setup was reduced from 4-6 weeks to 1-2 days
- Linear scalability and support for HTTP reads and writes
- Seamless file and directory replication using Isilon's SyncIQ™ replication over WAN or LAN

KODAK EASYSHARE GALLERY OFFERS THE WORLD'S LEADING ONLINE PHOTO SERVICE

Isilon IQ clustered storage supports a growing gallery of more than one billion images

With the slogan “you press the button, we do the rest,” George Eastman put the first simple camera in the hands of consumers in 1888 and in so doing made a cumbersome and complicated process easy and accessible to everyone. Today, with its industry-leading digital cameras and online Kodak EasyShare Gallery service (formerly Ofoto), the Eastman Kodak Company continues to lead the way with innovative products that make photography more simple, useful and enjoyable. Kodak continues to expand the ways images touch people's daily lives, and today, thanks to the innovative EasyShare Gallery, it is the leader in helping consumers point, shoot, share and print images.

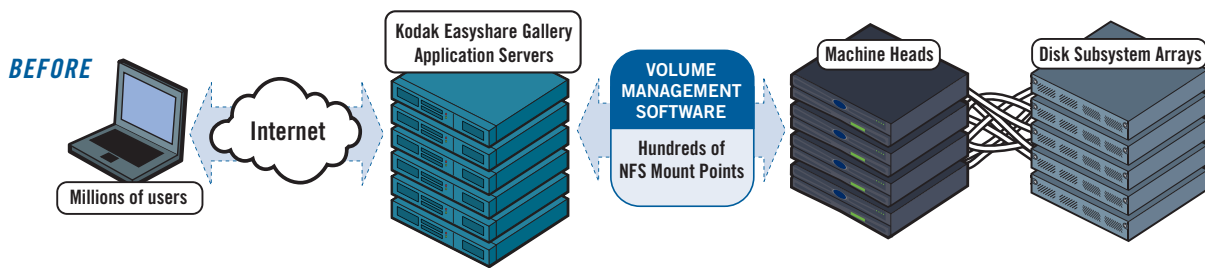
Ranked #1 in U.S. market share for digital camera sales in 2004 by industry analyst IDC, Kodak is fundamentally changing the way consumers take, share and experience photos. A centerpiece of Kodak's digital strategy, the Kodak EasyShare Gallery combines intelligent organization and sophisticated picture sharing into a single innovative online service. The EasyShare Gallery provides people with an easy way to view, store and share their photos with friends and family and to get real Kodak prints of their pictures. The site also provides free editing and creative tools, as well as specialty products such as photo books, calendars, cards, mugs, mouse pads, aprons, frames and more. Whether from camera phones, digital cameras or digitized from film, consumers around the globe are using EasyShare Gallery to upload, sort and share images on a 24/7/365 basis.

FROM POINT-AND-SHOOT TO POINT-AND-SHARE

With digital camera resolutions increasing and worldwide usage continuing to explode, Kodak EasyShare Gallery needed a clustered storage system that allowed it to rapidly, modularly and economically increase capacity in response to its growing base of more than 20 million users. Launched in 1999 as Ofoto, Kodak EasyShare Gallery originally used Direct Attached Storage (DAS) systems, server heads and volume management software for its storage infrastructure. This system was extremely difficult to manage, cumbersome to grow, and included an array of third-party servers, storage virtualization software and hardware sub-systems. “We needed a system that was economical, easy to operate and could be grown with minimal impact to our budget or staffing,” said Sonja Erickson, VP of Technical Operations for Kodak EasyShare Gallery. “Our legacy storage systems were difficult to manage – taking 4-6 weeks to plan for and install new clusters. With Isilon IQ we've reduced that time to 1-2 days.”

“At Kodak EasyShare Gallery, our customers trust us to safeguard their pictures and we use Isilon IQ to help us do that. The simplicity and performance Isilon IQ offers is fantastic.”

— Sonja Erickson, VP of Technical Operations for
Kodak EasyShare Gallery



Isilon IQ clustered storage, powered by the OneFS™ distributed file system, enables Kodak EasyShare Gallery to simplify its storage architecture and respond to both rapidly increasing image resolutions and its expanding customer base. Isilon IQ enabled Kodak EasyShare Gallery to eliminate the costly third-party servers and software virtualization products that sat between the application servers and storage. With its fully distributed architecture and support for industry standard protocols, Isilon IQ allows images to be written and read using HTTP – ultimately resulting in increased performance, decreased complexity, and improved user and administration experiences.

“With our legacy systems we had more than 360 separate network volumes and with Isilon IQ we’ve increased capacity by 20X with only a handful of volumes to manage.”

— Sonja Erickson, VP of Technical Operations for Kodak EasyShare Gallery

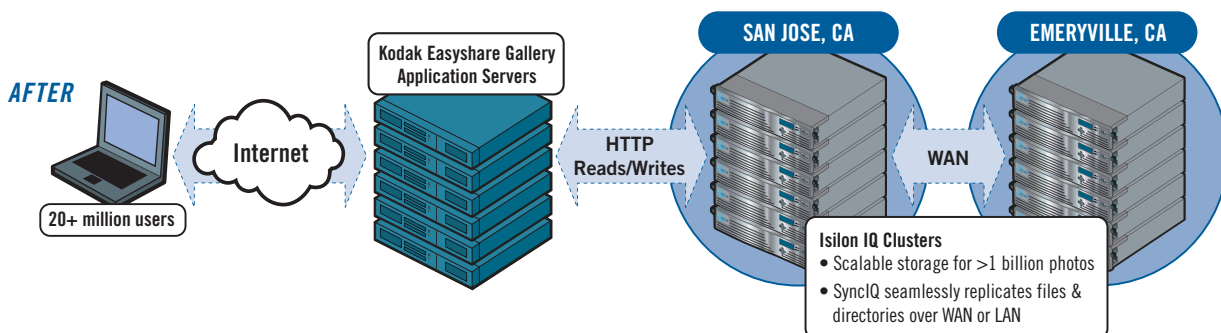
ISILON IQ MAKES HALLOWEEN LESS FRIGHTENING

Every industry has its Super Bowl – the one day where traffic and visibility are at their peak. But for Kodak EasyShare Gallery, that day is after each and every major holiday – worldwide. Holidays are heavy picture taking periods and uploads to the Kodak EasyShare Gallery increase during those times. The ability to easily manage and grow its storage enables EasyShare Gallery to expand its user base. In 2004, for example, the weekend following Halloween saw more than 3 terabytes of photos uploaded to the Kodak EasyShare Gallery. Most companies do not add this much in a single year; however Isilon IQ allowed Kodak EasyShare Gallery to scale without any impact to its users, or to the millions of other people viewing Halloween pictures.

“We performed exhaustive evaluations before selecting our storage,” said Erickson. “Isilon IQ is the best performing and easiest to manage storage system we have used or tested, and offers the best price for performance, scalability and reliability.”

INTELLIGENT REPLICATION WITH SYNCIQ

With its fully distributed architecture and SyncIQ™ replication software, Kodak EasyShare Gallery is able to easily replicate images – whether across the data center or across the country. SyncIQ, which seamlessly integrates with Isilon IQ’s web management system, delivers a rich set of policies for scheduling replication jobs over the WAN or LAN based on file type and size, bandwidth utilization and resource availability. These policies enable Kodak EasyShare Gallery to further reduce complexity, decrease costs and realize new service level possibilities.



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