



SUCCESS STORY

**Manufacturing/
Engineering**

CANNONDESIGN

CANNONDESIGN | PROBLEM SOLVED

CannonDesign drives collaboration and innovation by providing a consistent experience across its global offices with FlexPod® with All Flash FAS and NetApp® AltaVault™ cloud-integrated backup.

Solving Society's Greatest Challenges Through Design

Can design change the world? CannonDesign, a leading architectural and design firm based in New York, is out to prove that it can by designing solutions to the greatest challenges facing its clients and society. To satisfy the multifaceted needs of its global clientele, CannonDesign seamlessly integrates a dizzying array of business needs and technologies. The key to the company's success is standardization.

Another NetApp solution delivered by:

 **FlexPod**
A Cisco and NetApp Solution

Top 10 most innovative architecture firms in the world

Single-firm, multioffice model unites 15 global offices

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 **NetApp®**

“We are so excited about what we are doing with our technology that we are sharing it with our customers to help them achieve their goals.”

Jason Sinsabaugh
Storage Engineer, CannonDesign

In February 2017, Fast Company named CannonDesign one of the top 10 most innovative architecture firms in the world. The award recognized the company’s creative and collaborative approach to tackling some of society’s greatest challenges through architecture: revitalizing community spaces; creating more relaxing, inviting hospital environments; and redesigning bond courts to conquer social inequality.

Standardization enables the company to harness the creative intelligence of architects, engineers, industry experts, and builders from around the world. Through its pioneering single-firm, multioffice model, CannonDesign makes sure that the experience in one office is the same across the firm’s 15 global sites. This approach enables the company to effectively bring together a global team with the perfect combination of expertise for every job. To enable a seamless experience anywhere in the world, data must be shareable and available 24/7 in every time zone.

MODERN ARCHITECTURE

In the past, CannonDesign outsourced 100% of its IT to a local managed services provider. But unreliable infrastructure and missed SLAs forced the company to reexamine its options. It hired a team of 10 consultants to bring IT back under the control of the business and build a robust, state-of-the-art data center in just six months.

To meet its ambitious goals, CannonDesign chose a FlexPod Datacenter solution with NetApp All Flash FAS (AFF). The prevalidated FlexPod infrastructure gave the team the confidence it needed to quickly deploy and standardize on proven, easy-to-manage infrastructure. In addition, FlexPod Cisco UCS chassis were the only servers that could support the company’s NVIDIA M4 graphics cards, on which it depends for computer-aided design and rendering in its virtual desktop infrastructure (VDI) environment.

To complete the solution, CannonDesign implemented

NetApp AltaVault cloud-integrated storage to securely back up data to its Microsoft Azure Blob storage. The company can continue to leverage its Veeam backup software to copy data to AltaVault, which caches a week’s worth of data locally before backing it up to Azure for long-term archiving.

“One of the things I liked best about AltaVault was how easy it was to set up and connect to our storage blob,” says CannonDesign Storage Engineer Jason Sinsabaugh. “In hours, we had it set up, and we were off to the races. It’s quick, it’s reliable, and it’s easy to use.”

FORM FOLLOWS FUNCTION

FlexPod with AFF delivers exceptional value through simplified data management, enabling CannonDesign to support a variety of workloads—from VDI to backup—through a single user interface. Whereas other vendors’ solutions spanned multiple product lines and operating systems, FlexPod with AFF enables the

company's small IT team to reduce the need for specialized skills.

"You guys have already tackled the solution and proven that it works together. If we do need help, the simplified FlexPod support model means we can always get someone on the phone who knows the solution—it doesn't matter who I call," adds Sinsabaugh. "Just talking about it makes me smile."

Using thin provisioning and 15:1 deduplication, CannonDesign was able to consolidate its data center footprint from 45 racks to just 13, reducing costs for power, space, cooling, and cabling while laying a foundation for efficient growth. New hardware and software can be deployed in minutes, enabling CannonDesign to avoid overprovisioning and add capacity only when necessary.

With the company's previous managed services provider, downtime of any kind could bring global operations to a grinding halt. Even after opening a trouble ticket, it could take anywhere from one to two days to get back online.

After standardizing on FlexPod with AFF, the company has eliminated planned and unplanned downtime. In the event of a disaster at its primary data center, the company can be back up and running in under 20 minutes from a locally cached AltaVault backup.

The reliability of FlexPod with AFF means CannonDesign's IT staff can focus on what's most important to the business: finding innovative ways to leverage technology to support design teams and making sure that data and applications are always available. Sinsabaugh recalls getting 10 to 15 support calls each day. Now, days go by without a support request from a user. According to Sinsabaugh, everything "just works."

"With Active IQ, I get calls from a NetApp support rep before I even know there is a problem," says Sinsabaugh. "They're usually calling to tell me they've already got a part on the way. That has had a huge impact on business continuity and our ability to serve our users."

Using FlexPod with AFF, CannonDesign can now quickly set up new thin clients in its VDI

environment without the need for expensive, high-powered workstations. Data access permissions can be turned on or off in an instant, making it more secure. And users enjoy instantaneous access to their critical data and applications.

Fast, reliable data access supports CannonDesign's single-firm, multioffice strategy for global collaboration. Users can easily share information with 24/7 availability anywhere in the world. This helps CannonDesign bring unique talents together to drive innovation and exceed customer expectations with the right solution, on time, every time.

"Our users are happy," says Sinsabaugh. "If they click something and it takes three seconds to open, they get a little impatient, but compare that to before, when it used to take two to three minutes to open. They're getting spoiled, but we want to keep it that way."

A FOUNDATION FOR INNOVATION

As a leader in innovative architecture, CannonDesign faces high expectations from its customers. Today, it can hold up its IT

infrastructure as an example of the spirit of innovation that drives the organization.

“FlexPod supports our SFMO strategy by simplifying operations to create a seamless experience for our users no matter where they are in the world,” says Sinsabaugh. “We are so excited about what we are doing with our technology that we are sharing it with our customers to help them achieve their goals.”

SOLUTION COMPONENTS

FLEXPOD DATACENTER COMPONENTS

NetApp AFF8080

NetApp FAS8060

NetApp ONTAP® data management software

SnapVault®, SnapMirror®, SnapRestore®, deduplication

AltaVault

Cisco Unified Computing System B200 M3 and M4 blade servers

Cisco Nexus 5000 Series switches

VMware vRealize, vSphere, NSX

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