



SUCCESS STORY
Business Services



COMPANY | PROBLEM SOLVED

Family Plus needed to deliver fast, available application performance for its Internet usage monitoring service, but it also needed to control cost.

Family Plus Uses NetApp HCI as the Foundation for Its Service Vision

NetApp HCI, a hybrid cloud infrastructure that enables rapid expansion of resources, was the best choice for the long-term development of Family Plus. Only NetApp HCI offers a hybrid cloud infrastructure with the flexibility, high performance, and fast scalability that Family Plus needs to meet these current and future demands.

**H410C accelerate
AI analysis**

And provides more accurate
analysis results

Data deduplication and
inline compression

**Lower costs
for startups**



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“It’s always hard to predict the growth rate of cloud services. The scale of the initial user base might not be large but could grow explosively in the future. NetApp HCI is designed to allow independent expansion of compute and storage resources, meeting our company’s long-term operational needs.”

Yang Chi-Huang
Deputy General Manager of Family Plus

NetApp® HCI uses a node-based architecture that can independently expand compute and storage resources, giving IT staff greater flexibility to quickly scale infrastructure according to business conditions. For the newly established technology company Family Plus, this innovative hybrid cloud infrastructure enables the company to fully promote its Family+ Service while balancing cost and performance, helping parents improve their children’s sense of time.

The rapid development of cloud services has given many startup teams the opportunity to disrupt the current industry landscape and even to become trendsetters. However, given insufficient venture capital and uncertain customer membership for cloud services, startups often struggle to meet the demands for both service performance and future growth. Family Plus, a technology company that focuses on the healthy use of online technology, is such a case. Only NetApp HCI offers a hybrid cloud infrastructure with the flexibility, high performance, and fast scalability that Family

Plus needs to meet these current and future demands.

Yang Chi-Huang, deputy general manager of Family Plus, noted that when the company launched the Family+ Service, the initial goal was to replace the perspective of “surveillance and control” with “care and protection.” The company wants to help parents create a nonaddictive, safe, and happy internet experience for their children.

A primary consideration for Family Plus is that the peak hours of internet use are in the evening, and service cannot be interrupted. Therefore, NetApp HCI, a hybrid cloud infrastructure that enables rapid expansion of resources, was the best choice for the long-term development of Family Plus.

COMBINING INNOVATIVE TECHNOLOGY AND EXPERT WISDOM TO CULTIVATE CHILDREN’S SELF-DISCIPLINE HABITS

The widespread use of the internet has made information transfer faster and has reduced the urban-rural

gap in learning. However, research shows that although internet usage rates among 12- to 50-year-olds in Taiwan is as high as 96%, more than 40% of parents have problems controlling their children’s use of electronic devices. These usage-control problems lead to negative influences on the children’s study habits.

HwaCom Systems, a company that has provided innovative network services since its founding 25 years ago, is very aware of the internet’s impact on society. Early in 2017, the company recognized this problem and invested in related research and development to help parents find solutions. These efforts eventually led HwaCom to establish Family Plus in 2018.

To provide the Family+ Service, Family Plus uses innovative technologies such as Internet of Things (IoT) platforms, DNS security, and AI big data analysis. The company also integrates expertise from the Asia University Taiwan Association for Prevention and Treatment of Internet Addiction and from other authorities in internet addiction. This solution

is built mainly on a hybrid cloud infrastructure. Its goal is to help parents improve their children's cognitive and communication skills, to enhance parent-child interaction, and to cultivate children's self-discipline habits from an early age. Therefore, an infrastructure with the capacity for high-volume transmission and flexible scalability is required.

According to Yang Chi-Huang, the existing internet management tools on the market generally use mandatory mechanisms to block and to control internet access based on monitoring criteria and usage time. These tools cannot address the fundamental issue of internet addiction and can easily lead to friction and conflict between parents and children. In contrast, Family Plus starts from the perspective of helping children manage themselves, cultivating self-discipline habits, and enhancing parent-child communication to help naturally avoid these problems.

Because Family Plus plans to add more features to the service and expects the number of customer members to increase rapidly, IT staff decided to use a hybrid cloud infrastructure from the very beginning. After evaluating factors such as support for container technology, AI computing acceleration, and data compression and deduplication, Family Plus determined that four NetApp H410C and H410S nodes in a 2U were clearly the optimal choice.

HIGH PERFORMANCE AND HIGH I/O FOR HIGH- EFFICIENCY APPLICATION SERVICE

To meet the enterprise cloud requirements of Family Plus, the NetApp H410C compute node provides the base for a hybrid cloud infrastructure. All the layers have been comprehensively designed with high performance and high I/O to meet the needs of different industrial applications. The H410C node uses a high-performance Intel processor, enabling fast processing of system-critical applications. The integrated 25GbE and 100GbE switches also greatly increase the speed of data exchange.

To deliver consistent application storage performance, NetApp HCI can customize the minimum, maximum, and burst IOPS values for each storage space within the H410S storage node. The minimum setting confirms that performance is unaffected by any operation in other applications on the system. The maximum and burst values control resource allocation, so the Family Plus system can deliver a consistent experience for all workloads. This consistency eliminates the problem of noisy neighbors and increases computing efficiency by 22%.

"Family Plus comprises a range of innovative technologies, so we needed an infrastructure that

enables the control of application service performance," Yang Chi-Huang explained. "NetApp H410S uses an all-flash memory design as well as a mechanism to ensure minimum IOPS, delivering guaranteed application performance at peak times of internet use. This is a perfect design for startup companies with limited resources, offering both required performance and cost-efficiency."

BENEFITS OF DEPLOYING NETAPP HCI

- NetApp H410C delivers high performance and high I/O, which can accelerate AI analysis and provide faster and more accurate analysis results.
- NetApp H410S built-in features such as data deduplication and inline compression can reduce wasted storage space and can lower costs for startups.
- The node-based architecture can independently expand compute and storage resources, so IT staff can scale the infrastructure without any downtime.

FLEXIBLE SCALABILITY TO MEET THE COMPANY'S FUTURE DEVELOPMENT NEEDS

To meet the constantly changing business needs of enterprises today, NetApp HCI uses a node-based architecture that can independently expand compute and storage resources. Family Plus IT staff have greater flexibility to quickly scale the infrastructure according to business conditions, and capacity and performance planning are easy and simple to carry out. As the company continues to add features to meet parents' expectations, these

benefits are very important to Family Plus. The flexibility of NetApp HCI means that Family Plus does not have to overinvest at one time and no longer has to worry that equipment costs for future growth will be too high.

Yang Chi-Huang points out that this flexibility also helps support the two versions of Family Plus that are available: a home edition and a mobile edition. Both have features such as blocking of pornographic and harmful websites and features that promote time management, and both can also manage individual connected devices in a household. In addition

to managing the time that their children spend online, parents can also access more in-depth information such as professional data analysis, expert forums and knowledge channels, and a psychological digital feedback system.

By putting family at the center, Family Plus will spread its services across Taiwan to help realize the values of safety, health, love, generosity, kindness, and caring, striving to help modern parents. And the globally recognized NetApp HCI provides the critical foundation for Family Plus to achieve this vision.

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<https://www.netapp.com/us/products/converged-systems/hyper-converged-infrastructure.aspx>



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+1 877 263 8277



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