



Client Profile Cellar Tracker

CellarTracker is the leading cellar management tool with hundreds of thousands of collectors tracking bottles numbering in the tens of millions.

THE CHALLENGE

Cellar Tracker was experiencing tremendous growth in their user base which began taxing their infrastructure. For a web based business, latency is a significant factor in maintaining customer growth. In Cellar Tracker's case, high latency on the website would impede clients from updating their cellar inventories in a responsive manner due to time-out requests and page re-loads.

Cellar Tracker was seeing latency in the high 20-30 millisecond range on its existing SAN and wanted to reduce the latency to near zero. They also required the ability to support more I/O without having to add tons of disk drives to handle the SQL-oriented workload.

THE SOLUTION

CMI took inventory of the existing architecture – applications, servers, storage, network – to better understand their standards and skillset. We took the logical architecture sizing information and used it to map the logical to physical requirements. We weighed various alternatives – e.g., Power vs. Intel, traditional disk vs. Flash-based arrays, etc. and developed TCO cases to determine the best direction for their compute, storage, and enterprise licensing options.

CMI worked very closely with Cellar Tracker to develop a replacement strategy of the existing SAN to a flash based solution. With 1U of space and less than 500W of power draw the flash system was significantly more efficient than the current SAN. To further protect the investment, we recommended a second flash system to act as a mirror.

THE BENEFITS

Once the flash system was installed, the biggest benefit was a reduction to near zero latency on all SQL I/O's and dramatic improvements on backups and other administrator operations - as much as four times. The ultimate proof was in the performance of the web site. The change was noticeable to both Cellar Tracker and their user community - positive comments began pouring in about how fast the site was, seemingly overnight. The reduced latency, lack of time-outs and cessation of page re-loads will lead to a better user experience and therefore continued growth of the user community. With 6 million page views and growing, Cellar Tracker now has the infrastructure to support this expected growth.

Summary of environment:

Product: IBM Flashsystem 810/840
Application: SQL
Servers: x86 with Vmware Hypervisor
Back-up: Veeam

"The SAN is incredible, it is blowing my expectations away. Blazing stuff."

-Eric LeVine

By The Numbers...

Cellar Tracker noticed increased productivity of their site immediately, some highlights:

- The typical time for a full SQL backup has moved from 30-40 minutes down to 8-10 minutes.
- SQL jobs to defragment indices seem to be 10x faster.
- VMotion migrations of large, running guests are dramatically faster.
- In a typical day, logged in users would see anywhere from 300-700 queries timeout (out of hundreds of thousands). Now it ranges from 6 to 42. As traffic climbs (from 870,000 unique visitors in November to 2 million in December) this hardware will easily handle the peak loads.

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