

SCENTSY

**WHO:**

Scentsy, an international fragrance company

**CHALLENGES:**

Storage growth, performance, complexity, and expense

**IT ENVIRONMENT:**

Two data centers in Boise Idaho, outsourced e-commerce site, proprietary e-commerce application, SQL and SAP for ERP, Microsoft .net, exchange, Cisco UCS Servers, 98% VMware virtualized

**SOLUTION:**

Multiple Kaminario K2s in two data centers enhancing application performance and DR

**ADVANTAGES:**

- Performance with headroom
- More applications on a single array
- Mixed workloads on a single system
- Deduplication and compression, lowering costs
- Data replication in minutes

# Scentsy Says Goodbye to “Dated and Slow”

## Kaminario K2 provides performance with added benefits

### Executive Summary

Rapid growth was placing strains on the Scentsy IT infrastructure. With impending maintenance renewals on existing storage systems, Scentsy’s IT team began evaluating all-flash arrays. They selected Kaminario K2 for performance, scalability, replication and ease of operation. Beyond technical considerations, Scentsy recognized potential business benefits in the strong relationship ethic demonstrated by active engagement with Kaminario’s engineering, service, account and management teams.

### Scentsy Overview

Since 2004, Scentsy has grown from a small, family business to a thriving international fragrance company and a leader in the direct selling industry. Scentsy is an international leader in home and personal fragrance, offering stylish, innovative and customizable products designed to Warm the Heart, Enliven the Senses and Inspire the Soul. Scentsy products are sold by Independent Consultants throughout North America, Europe, Australia and New Zealand.

### The Challenge

For 12 years, Scentsy had incrementally added IT infrastructure and resources to support rapid business growth. They built out an on-premises data center, added a colocation data center, and engaged a separate provider to host their proprietary e-commerce application. Now they needed performance improvements. Space was getting tight. Operations had become complicated and time-consuming. Multiple Vblocks were nearing expensive maintenance renewals. Continuing business growth demanded a new IT approach.

With Cisco UCS servers already in place, Scentsy’s IT team knew that this was a good time to add the performance and reliability of flash storage.

“We were experiencing increased operational management complexity in our storage systems; managing RAID groups, managing pools, managing replication, managing all the different storage pieces. At nearly a petabyte of capacity, it wasn’t an approach that would continue to scale.”

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Norm Week,  
Scentsy Storage  
Systems Administrator



### Examining Options

Improved performance wasn’t the only factor driving Scentsy’s examination of all-flash. They were also pressed for space and by energy expenses. They wanted to reduce their storage footprint by improving data compression and deduplication capabilities. They knew that all-flash would provide greater speed, but they expected proof of concept (POC) trials to uncover additional advantages. They were looking for benefits in ease-of-management, replication, data reduction, scalability, simplified operations and quality of support services. Three vendors were selected for the POC - Pure, EMC’s XtremIO, Kaminario - and evaluations began.

During their analysis, Scentsy tested each of the systems against their massive SQL environments. They tested latency performance, measured data reduction capabilities and timed variable block size throughput. One difficulty with their existing VNX Vblocks was the time consumed by replication to separate systems used for analytics, testing, and development. These were large multi-terabyte SQL databases, and a single transfer could last a full day. Any replacement system had to provide a better way.

“Engineering listens. When we identified new features we would like to see, Kaminario added them to the roadmap. We appreciate being able to have that voice, that impacts.”

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Norm Week, Scentsy  
Storage Systems Administratore

**IMMEDIATE BENEFITS:**

- Performance increased from ~20,000 IOPS to 600,000 IOPS with additional headroom still available
- Added more applications to K2 systems in support of business growth without any need for additional individual platforms
- Taking advantage of Kaminario variable block size capabilities to handle mixed workloads on a single system
- Deduplication and compression mean reductions in required capacity, rack space, power and cooling, lowering colo expenses
- Data replication operations that previously stretched to a day now transacted in minutes

**The Solution**

After careful evaluation, Scentsy selected Kaminario as their all-flash array of choice. Performance, of course, was one reason, but K2's capabilities to scale up and out also fit with their business growth. However, beyond technical evaluations, they were also judging engineering engagement, service interactions and the potential benefits of a new business relationship. Their CFO favorably evaluated Kaminario. During the POC they made requests for added functions that engineering willingly added to the roadmap. The account team spent time with the Scentsy developers to help implement snap automation. Interactions moved quickly beyond feeds and speeds to business considerations and how Kaminario could help add value that would increase revenue for Scentsy and improve satisfaction for their customers.

What developed was a business partnership.

**What's Next**

Scentsy business continues to grow. They are now using Kaminario in two facilities to help reverse functions by moving production IT to their colo facility and bringing K2 native replication support of DR functions into the on-premises data center. Their aim is to increase protection, conserve space and further secure DR capabilities.

**“We went from dated and slow to user-friendly, fast and efficient. Management is much easier. We have to deal with fewer moving pieces, and that makes it all more efficient for our developers and database admins.”**

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Norm Week, Scentsy  
Storage Systems Administratore

**“Kaminario technology delivers all the high performance and simplicity that was promised. Importantly, beyond that, Kaminario is engaged in thoughtful conversations with us, with database admins and application developers; conversations that add value to our business. Kaminario is positively connected to our whole team.”**

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John Shaw,  
Scentsy IT Manager



### Contact

Contact a business development representative to answer any questions you may have.



### Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario's solution works for you.



### Request a Quote

Request a quote for your application from our business development team.

## About Kaminario

Kaminario, the leading all-flash storage company, is redefining the future of modern data centers. Its unique solution enables organizations to succeed in today's on-demand world and prepares them to seamlessly handle tomorrow's innovations. Only Kaminario K2 delivers the agility, scalability, performance and economics a data center requires to deal with today's cloud-first, dynamic world and provide real-time data access -- anywhere, anytime. Hundreds of customers rely on the Kaminario K2 all-flash array to power their mission critical applications and safeguard their digital ecosystem. Headquartered in Needham, MA, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, visit [www.kaminario.com](http://www.kaminario.com)

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