



Northern Territory's Leading ISP Customers Demand the Cloud

Arafura Connect, the largest Internet Service Provider in the Northern Territory, has been delivering dial-up and wireless internet for the past 15 years. Originally servicing homes and businesses from the NT's tropical capital of Darwin to Alice Springs, Arafura has expanded its suite of offerings over the years to include hosting services, ADSL and an expanded wireless network.

Arafura now boasts a range of customers throughout Australia, from chiropractors through to removalists, franchised businesses and local government councils.

While Arafura has been offering hosting products such as web-site hosting and email hosting, also known as 'cloud computing', for the past five years, Managing Director, Michael Feldbauer noticed a dramatic increase in uptake over the last six to eight months.

Feldbauer knew he had to upgrade Arafura's storage and virtualisation capabilities to ensure its customers would continue to experience the speedy and reliable internet service to which they were accustomed. Feldbauer needed cost effective storage that would easily connect to the existing network infrastructure and meet the existing network connectivity requirements.

He also needed to figure out how Arafura would cope with the deluge of data that more customers would bring and the resources it would take to manage the data centre.

"We're a growing, busy business. I can't afford to spare a staff member every few days to visit the data centre and execute back-ups and change storage tapes; it simply wasn't an option," explained Feldbauer.

Arafura finds its Silver Lining

As a NETGEAR reseller partner, Arafura was already using nine NETGEAR ReadyNAS products so Feldbauer was all too familiar with the storage options available.

"We had previously used a ReadyNAS 3200 which hadn't missed a beat so we knew that a NETGEAR product was the way to go," explained Feldbauer.

NETGEAR's ReadyNAS 3200 and ReadyNAS 2100 were selected based on compatibility, speed and price. The devices were added to Arafura's hosted server farm to enhance its back-end storage. Scalability was also a major factor in the decision making process as Arafura needed storage that would accommodate the needs of a rapidly expanding business.

"We needed enterprise-grade storage for our customers that we offer offsite backup to, and one that would meet our increasing data throughput requirements," explained Feldbauer.



Speedy Implementation for a Fast Growing Business

"The ease and support with which we've implemented previous NETGEAR products was also a major factor in our decision to go with the 3200 and 2100. From design to implementation the process only took three weeks," explained Feldbauer.

A recent addition to the award-winning ReadyNAS products family, the ReadyNAS 3200 offers high-end features such as redundant power supplies and dual Gigabit Ethernet ports, all at an SMB price point, enabling growing businesses to securely share, store and protect business-critical data across the network. With support for up to 24 TB of capacity, making it ideal for server virtualisation, file sharing, disk-based backup and online storage consolidation, the ReadyNAS 3200 solves common SMB storage problems in the most efficient manner.

The 2100 combines file sharing and application storage in a single system and doubles rack density. Supporting both NAS and SAN at the same time, for flexible and easy operation in file serving, backup to disk and server virtualisation environments.

Arafura Remotely Manages Data Centre with NETGEAR ReadyNAS


As a medium-sized business with restricted resources Arafura could not afford the time and staff to physically visit the data centre to change back-up tapes. The speed, reliability and efficiency of the NETGEAR ReadyNAS systems meant that Arafura was able to set up a virtual data centre and design an online virtual tape library.

The data centre is heavily monitored by CCTV, intruder management systems and environmental controls, and now Feldbauer no longer has to rely on a supplier to change the tapes and does not have to delegate this task to an employee.

"Now it could be two months between visits to our data centre. We can turn machines on and off remotely, restore data remotely, execute real time backups remotely, it's fantastic."





"I can't speak highly enough of the freedom these devices give us to get on with our jobs while giving us peace of mind that our clients are continuing to receive top class service. We'll definitely be investing in several more down the track," said Feldbauer.





ENTERPRISE LEVEL FEATURES

NETGEAR business solutions give growing organisations access to enterprise level functionality for a fraction of the cost.

-  COMPATIBILITY
-  EASE OF USE
-  LOW COST OF OWNERSHIP
-  ENTERPRISE LEVEL FEATURES
-  HIGH PERFORMANCE