

# NETGEAR® ReadyNAS® Duo Supports Marketing Firm's Heterogeneous Environment and Quadruples Its Storage Capacity – At Up To 50 Percent Less Than Competitive Offerings



## Profile

Brian Lundquist owns and operates Whitewater Marketing, a sole proprietor marketing communications firm in Boise, Idaho. Whitewater Marketing is a “virtual agency” that utilizes a network of trusted, senior-level professionals to provide expertise in a wide range of marketing disciplines. Through this network, Whitewater Marketing contracts the right marketing expert for each job, rather than maintaining a large, full-time staff. As a result, clients get the expertise and personal service they require, while avoiding the higher costs that come from bureaucratic agencies with multiple layers of overhead.

## Background

Despite its small size, Whitewater Marketing has a heterogeneous computing environment, consisting of a Power Mac G5 and a Windows PC. With an extensive library of high resolution photos, original design work that would be difficult and time-consuming to reproduce, and other critical client files he cannot afford to lose, Brian requires a robust, reliable storage device to protect his business. As the owner of a small, home-based business, Brian also wanted something that would double as a home storage device, for all his important personal files. Brian initially had a Snap Server 1000 with 400GB of fixed storage capacity. Though the device served most of his immediate needs, it quickly became full. Since it lacked the flexibility for expansion, he was faced with the need to replace it with a new storage device. He replaced it with a LaCie Big Disk Network, but it crashed twice in six months. The second time, Brian found that the weekly backup had not been running as scheduled – costing him thousands of dollars to recover the files.

As he assessed his alternatives, Brian looked for a reliable storage solution that would be easy to use, provide him with the flexibility to choose his storage capacity, and support his dual-platform environment. But with budgets really tight, he needed a storage solution he could also afford.

## PROBLEM/OBJECTIVE

**PROTECT BUSINESS AND PERSONAL DATA, WHILE MAINTAINING THE ABILITY TO QUICKLY ACCESS IT FROM EITHER A MAC OR A PC PLATFORM**

Brian knew he required more storage capacity than the 400GB of his first system. But his experience with the Snap Server also taught him the value of a storage system that could grow to meet his changing needs. He looked at the Snap line again, but the price was higher than he wanted to pay, and all small office and consumer models he could afford were still fixed capacity. And with his previous experience with the Big Disk Network, Brian knew he wanted to steer clear of another LaCie.

"My minimum requirements in a new storage unit were affordability, reliability, and support for both Mac and PC environments", says Brian. "But I also wanted a system that provided ease-of-use, as well as some advanced features such as GigE ports and RAID1 capabilities." As he researched his alternatives, Brian discovered that most storage systems in his price range only supported PCs, and very few offered a GigE port, so speed would be a serious issue.

## SOLUTION

**NETGEAR® READYNAS® DUO PROVIDES THE RIGHT BLEND OF PROTECTION, CAPACITY, AND SPEED, ALONG WITH MULTI-PLATFORM SUPPORT**

Brian determined that the NETGEAR® ReadyNAS® Duo desktop storage system with 1.5TB of storage capacity best fit his needs. With up to 2TB of total storage capacity, trays for two hot-swappable SATA disk drives, a 10/100/1000 Ethernet port, and support for Windows, Mac, and Linux/UNIX clients, the ReadyNAS Duo had everything he needed. "I'm really impressed with features of the ReadyNAS Duo", says Brian. "It has all the features I was looking for, but for 40 to 50 percent less cost than the nearest competitors. As a consumer and a small business owner, even a few hundred dollars makes a big difference."

For his business, Brian uses the Duo as the primary storage device for his high resolution photos, as well as the backup for his graphics and design files. For home, Brian uses the ReadyNAS Duo to store personal files such as Word documents, electronic receipts, and family photos. His Duo is connected to the rest of his network using a NETGEAR ProSafe® 8-port gigabit Ethernet desktop switch. "I don't keep any files on my desktops", says Brian. "Instead, everything goes directly to the ReadyNAS. That way, all of my business and personal files are accessible from anywhere on my home network."

In addition to employing the RAID1 configuration to protect his data, Brian uses one of the Duo's three built-in USB 2.0 ports to perform a weekly backup, using two large USB external drives. "I have one USB drive at home, and another in my bank's safety deposit box", says Brian. "Every week, I perform a complete backup of my Duo to the USB

drive, then swap it with the one at my bank, so I can never lose more than a week's worth of data. It's a poor man's version of offsite replication."

ReadyNAS also provides Brian with the flexibility he requires for future data growth. "Right now, the Duo serves my needs just fine", says Brian. "But NETGEAR has ReadyNAS products that scale all the way up to 24TB, so no matter how much my personal or business data needs grow, I know I'm covered with a ReadyNAS. I'm also considering additional RAID levels and a more formal offsite replication strategy to better protect my data, and the ReadyNAS product line has all the required support built-in."

## RESULT

**ROBUST FEATURES AT AN AFFORDABLE PRICE**

Brian has been using the ReadyNAS Duo for about two years now, and could not be happier. Prior to purchasing the Duo, a simple power outage caused him nothing but grief – a problem the Duo has completely eliminated. "Whenever I had a power outage, which happens more often than you would think in a home office environment, DHCP would cause the IP addresses on my Snap Server to reset. I'd have to use the command line on my PC to re-discover the Snap Server and go through a lot of stuff to re-map the drive," says Brian. "But with the Duo, I simply click on the RAIDar™ desktop tool, and it discovers my Duo automatically."

Brian adds, "As a consumer and small business user, I wanted to avoid the considerable expense of an IT support person to set up and maintain a conventional Windows server. That's why it was important to me that the Duo be easy to use. With the ReadyNAS FrontView™ admin console, I can set up different shares, schedule backups, monitor how full a disk is, etc., without having to be an IT guru. If I can do it, anybody can!"



\*The 3-Year Hardware Warranty and the Lifetime Hardware Warranty only cover hardware, fans, and internal power supplies, and does not include external power supplies or software. Hardware modifications or customization void the warranty. The warranty is only valid for the original purchaser and cannot be transferred.

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