

GLOBAL FILE SYNC FOR WEB DESIGN

Designed for Efficiency: Morro CloudNAS Helps Design Firm Reduce Costs and Increase Customer Satisfaction

EIGHT25MEDIA is a Silicon Valley based web design and development agency with offices located in North America and Asia. EIGHT25MEDIA has won numerous design awards and has been recognized as the top web design agency by Clutch.co. Their clients include major companies in both the B2B and B2C space, including Machine Zone, SoftBank, Space Systems Loral, and Heineken. As an early Beta customer, EIGHT25MEDIA worked with Morro Data to optimize the product for a multi-site graphical design application.

Inefficient File Transfers Across Global Locations

At the end of each day, EIGHT25MEDIA's designers need to manually transfer and sync their large design files between the company's two global locations. However, because the average size of their Photoshop, Illustrator and Sketch files are typically between 100MB and 400MB each, and each project contains between 5 and 15 files, it can require 30 to 40 minutes each day to complete the sync to the cloud. Making matters worse, EIGHT25MEDIA's office in Asia has poor network connectivity and bandwidth metering. Often relying on mobile connections, designers in that office must upload their files every day, creating stress on the network and making traditional cloud storage solutions such as Dropbox slow, difficult, and costly. They also frequently share files with their customers via FTP which can be expensive and time consuming.

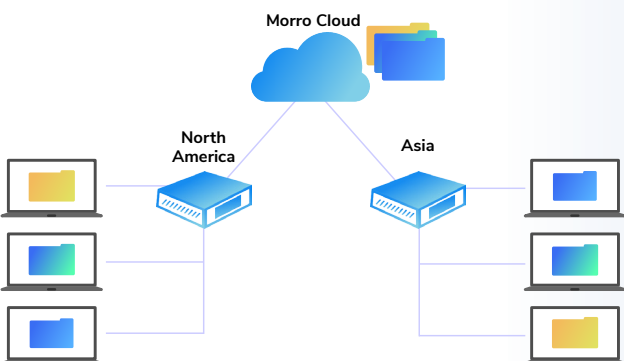
A Perfect Solution

As it happened, Morro Data became a client of EIGHT25MEDIA and during the project they became familiar with the Morro CloudNAS. Delivering all the benefits of the cloud coupled with the advantages of on-premises storage and the ability to share files across multiple locations at LAN speeds, Morro CloudNAS had everything EIGHT25MEDIA requires. EIGHT25MEDIA was able to deploy CloudNAS in a matter of minutes and their developers were able to access it and begin benefiting from it right away.

Using Morro CloudNAS, the designers simply drag and drop their files to a local CacheDrive using a drive letter interface on their computer and all files automatically sync to the cloud in the background. With CloudNAS, uploading a 300MB file only takes three seconds – down from the 10 or more minutes that were required before. The files are then immediately available to the developers in the second office. The time savings and increased efficiency is even more pronounced in the company’s Asia office, where upload times could be as long as 40 minutes prior to implementing Morro Data. Now, the teams simply upload the files once and they are immediately available to the teams in both locations.

Compared to using Dropbox, the CacheDrive also significantly reduces the amount of Internet network traffic created by the developers continuously uploading files from the cloud, and then replicating the files between the two offices. The WAN optimization resulting from multiple users in the same site accessing files locally generated significant Internet access cost savings in Asia.

In the same way files are immediately available to customers, without the need for EIGHT25MEDIA to manually send them. As a result, the company’s operations are faster and more efficient, and customers have immediate and continuous access to the data they need. It’s a win-win scenario.



“Morro Data has transformed how we transport files between our offices. With each office coming online while the other is going offline efficient transferring of large files is top priority to EIGHT25MEDIA. Morro’s Cache Cloud Acceleration allows our designers to upload large files in seconds compared to the 30 to 40 minutes they were spending each day with our previous cloud storage solution. We also love the cost savings from the bandwidth efficiency and reduction in per user fees.”

Jahzeel Omar

Head of Digital Strategy at EIGHT25MEDIA