Jedox Delivers Highest Levels of Performance in Azure with Azure NetApp Files

jedox.

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"When your job is modeling and analytics on very large data sets, it's impossible to deliver excellent service to your customers without a high-speed cloud environment available on demand. With Azure NetApp Files, we are driving a premium cloud experience for our customers and prospects. Azure NetApp Files is simple to use, secure, and very very fast – it's the whole package."

Vladislav Malicevic,
Vice President of Development, Cloud Operations and Support, Jedox

Founded in 2002, Jedox is a world-class independent software vendor (ISV) that offers the best cloud-based tool for real-time business planning, analysis, and reporting, recognized as such for its consistent growth and innovation by analysts and industry experts around the globe.

Headquartered in Germany, Jedox has its 300 employees serve over 2,500 companies across 140 countries – SMB and Fortune 500 companies alike run on Jedox enterprise performance management (EPM) software. Jedox's real-time planning, analytics, and reporting solutions are so successful that users regularly give them top marks - over 96% - in customer satisfaction. And Jedox is the recipient of both the CFO Innovation Editor's Choice Award and the Deloitte "Technology Fast 50" star for its financial management solution.

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"Our mission is to help organizations create value through leading-edge EPM solutions, outperform competition, and enable their people to collaborate in an increasingly fast-moving world."

Vladislav Malicevic

Jedox Hits a Bump in the Road on its Cloud Journey

The Jedox EPM solution was first developed in 2007, and even then, it was a modern, cloud-ready offering. "Jedox's technology was like the early flat-screen TVs," muses Radu Ialovoi, Principal Software Engineer, Team Lead Cloud at Jedox. "TVs were built for HD before HD was a reality, and we were cloud-ready before cloud computing became a reality and have continued to evolve ahead of the curve."

As the public cloud matured, Jedox made the decision to move from their existing deployment model (on-premises or private cloud-based) to a public cloud model, and selected Microsoft Azure as their preferred cloud partner. In addition to security,

compliance, and global coverage with data center redundancy and back-up, Azure also supported Jedox's commitment to Kubernetes, which has helped with speed-to-market and quality assurance by automating the deployment, scale, maintenance, scheduling, and operation of their software application through containers.

However, data-intensive applications require a high-speed environment. When Jedox began to move the solution over to Azure, they hit a performance threshold: attaching new storage to an existing AKS cluster took too long and the performance was impacted.

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Jedox Demonstrates Excellence

As a forward-thinking ISV, Jedox was eager to offer a frictionless customer experience, making it easy for customers to go through a truly digital Jedox Cloud trial process. It begins simply with a self-serve product demo, moving to a test drive, and can be completed with a seamless migration from trial to purchase.

"The data pools were hot and ready to be used upon request, and it was an okay experience if you had an empty pool. But we'd present at a show or on a webinar, and the first few customers would get in, while the others would have to wait. Joining the blob storage to the node took one minute – nobody will wait one minute. In the digital age, that's the equivalent of an hour," said Ialovoi. "You can't sell a solution if you can't effectively demonstrate it. Potential customers were unwilling to wait."

At the same time that Jedox ran into the primary roadblock on their public cloud journey, NetApp and Microsoft were working in partnership to develop a game-changing technology for enterprises that work with file shares and big data in the cloud - Azure NetApp Files.

Before Azure NetApp Files, public clouds faced challenges delivering HPC environments on-demand in the cloud, meaning that many mission-critical applications could not move from on-premises to cloud.

Jedox contacted their Microsoft account team for advice and Microsoft suggested that Jedox sign up for the preview version of Azure NetApp Files. Azure NetApp Files is the only cloud solution of its kind, built for high-performance workloads and file shares in the cloud. Native to Azure, this specialized service runs within the Azure data centers and is accessed through the Azure portal. It is simple to use, requires no special skill set, and delivers a seamless experience for file-share workloads along with sub-millisecond response times.

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"Jedox is a world-class ISV that develops world-class solutions using the best technology. Without Azure NetApp Files, we would have a great problem to solve."

Radu Ialovoi,
Principal Software Engineer, Team Lead Cloud, Jedox

Azure NetApp Files Was Just What Jedox Needed

"Even in preview, we couldn't believe the difference Azure NetApp Files made. It was truly elastic, and we could scale in seconds. It allowed us to improve our delivery. Now we have an exceptional cloud offering and have moved into full production with it," says Vladislav Malicevic.

"When we demo our solution, clients are blown away, and not just by our application's functions and features, but also by our ease of delivery and speed of performance. Our enterprise performance management software streamlines planning, budgeting, and forecasting across all departments. What used to take our clients hours, days or weeks can now be done in minutes, sometimes seconds. What they don't realize is that it's Azure NetApp Files behind the scenes enabling the great performance of our application. It lets us 'wow' our customers right from the start," says Malicevic.

Shifting the offering to Azure NetApp Files has yielded incredible performance and a consistent delivery platform. Azure NetApp Files allows for an "on-the-fly" experience – in just a few seconds, clients can be up and running, and fully experiencing the product.

Jedox is now on track to be a pure-cloud player by 2021, taking its existing long-term customers on the journey to modern cloud solutions.

"Azure NetApp Files makes my job easy," says Ialovoi. "The CFO journey to experience our solution is ridiculously fast and simple, and far more affordable than anything Jedox had before. With Azure NetApp Files, everything is elastic, scalable, and available immediately. It's a perfect marriage."

Check out this link to learn more about how Azure NetApp Files can enable your business to go full throttle on your cloud journey.

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