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Approaching new market growth goals, company data evolves to be viewed and managed as a high-performance data fabric.

Scaling to Meet Global Demands, Arc'teryx Transitions to a Hybrid Cloud Environment with NetApp Cloud Volumes ONTAP

Arc'teryx is a company known for using design thinking and technology to provide customers with a great experience, enabling people to access the outdoors. Arc'teryx has set significant goals for market growth and customer engagement. As the business model evolves, so does how the company uses data and where that data is located.

"NetApp was chosen by Arc'teryx because it's the right technology for our environment," states Noah Brunn, Infrastructure Manager for Arc'teryx. His job is to find ways to use data to prepare the company for growth and for tomorrow's challenges within the organization.

Ability
to scale for
growth demands

Business
continuity for
application owners

Empowered
toward a hybrid
environment

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“We used to think of our storage as a place to put our files. It was a bunch of files on a shared folder, on a server, and suddenly that didn’t work anymore. We need to be able to put our files in an organized structure that allows us to have better protection, ensure they are available from more places, and have better performance.”

Noah Brunn
Infrastructure Manager, Arc’teryx

Users of the company infrastructure range from product designers, colorists, and customer service teams to test engineers and business intelligence. “We used to think of our storage as a place to put our files,” Brunn says. “In order to modernize our data organization and disaster recovery, we had to stop thinking about folders as groups of files to be backed up; we had to start thinking about our data as blocks that we could replicate.” As Brunn explains, growing globally means that the company needs “to be able to put our files in an organized structure, a single view, that allows us to have better protection, ensures they are available from more places, and have better performance.”

SIMPLIFIED DATA MANAGEMENT, ELEVATED DATA STRATEGY

To reach his foundational goal of managing all company data in an organized, single view, Brunn worked with NetApp and CDW to modernize the architecture to a hybrid environment. An on-premises NetApp® FAS device was deployed. Through

the intelligent automation features of NetApp SnapCenter® software, the device creates frequent copies, using NetApp Snapshot™ technology, of data using storage virtual machines (SVMs). Those Snapshot copies and SVMs are replicated to a NetApp Cloud Volumes ONTAP® device in AWS.

“As we focus on bringing our product to a wider global audience and working with more partners around the world, with NetApp Cloud Volumes ONTAP, Arc’teryx has their data where they need it when they need it,” Brunn says.

Cloud Volumes ONTAP has simplified data storage management enough for Brunn to realize his secondary goal of collaborating with individuals across the company about their needs. Whether it’s Arc’teryx software architects, the business intelligence team, or information services, Brunn says, “it’s exciting for me that I can sit down with people when they say, ‘We want to do this next.’ And I can say, ‘Here’s what we’ve already got that enables us to do that quickly.’”

Most important for Brunn is business continuity: the NetApp promise that data is protected and available for individuals across the business wherever and whenever they need it.

Having the security and performance of company data running on NetApp technology also means that Brunn can enjoy work/life balance—a core value at Arc’teryx. Regularly leaving the company’s Vancouver headquarters to get outdoors in British Columbia, Brunn himself is able balance work and life, resting easy in knowing that company data is exactly where it needs to be.

PARTNERED FOR AN EXTENDED EXPEDITION

Preparing for global growth is like getting ready for an extended expedition: Bringing the right technical gear and partner makes all the difference in how far and fast you go. Embracing the unknown while facing a potentially overwhelming data transformation environment in order to reach steep growth goals, Brunn seems refreshingly cool and

collected. He says he relies on the trusted partnership with the staff at NetApp, who have supported him with a secure hybrid technology foundation that allows him to gain traction with individual departments so he can focus on their data needs. Brunn says, "With NetApp people and technology, I'm certain Arc'teryx is empowered and protected in order to get where we really need to go."

When choosing NetApp, it was important to Brunn to be able to work with people who understand the manufacturing, engineering, and distribution industry, and who take the time to understand Arc'teryx as an organization. The new way the company's data is managed reinforces the company's mission of obsessive product design. He says, "NetApp supports our company with a sense of stewardship, and their support allowed me to leverage NetApp's ecosystem without needing to become an expert at every level."

Timeless quality, intuitive design, and simplicity result in unrivaled performance at the point of extreme need in the outdoors. Such craft doesn't happen divinely; it takes a tremendous effort using leading-edge science and technology. Growth at Arc'teryx will require seamless monitoring and automated data management in every area of the business by using NetApp Cloud Volumes ONTAP.

Brunn says, "I'm excited that we can leverage NetApp as a partner because they're the experts in the technology of storage and synchronization, block-level storage, and Amazon Web Services as a way to create opportunities for growth."

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