

Case Study

Imulus

An Interactive Agency



“Synology allowed us to simplify our system and improve reliability”

George Morris, Co-Founder & Client Services Director

 **imulus™**

Why Imulus Chose the Disk Station DS207

- RAID
- Fast File Sharing
- Remote Backup
- Easy Management
- Streaming Media
- Overall Value

Customer Profile

Location: Colorado, USA

Industry: Multimedia

Employees: 10

Business Issues: Data Storage and file management

Customer Environment

- Small Office environment
- Cross-platform computers (Windows® & Macintosh®) on the same network
- No dedicated IT support

The Company

Imulus, a Boulder, Colorado creative company provides clients with cutting-edge creative, branding, identity, and strategy solutions. From web site design and application development, to print and logo creation, Imulus provides consumers with a comprehensive list of creative services. With a growing client list that includes Microsoft, Oolong Teas and Boiron, meeting deadlines are a top priority for this interactive agency. When Imulus needed a replacement for their Windows® PC server, they looked to Synology Disk Stations to save their small business time and money.

The Challenge

In the fast paced world of interactive marketing, an easy and accessible digital file management and backup system is essential. With deadlines looming, if a file server goes down it can mean disaster for a small company. Imulus found themselves in a situation where the PC server they were using for serving their files was consistently costing them time and productivity. “We got tired of the patching, licensing and frequent permission issues,” says George Morris, Co-Founder and Client-Services Director at Imulus.

Imulus increasingly found that the time and resources needed to managing their PC server, apply patches and update licenses, made it difficult to keep costs low and minimize downtime for this small business. They wanted to replace their PC server with a solution that was reliable, gave them the performance they needed for their digital content-heavy company, and most importantly was not only easy to deploy, but affordable.

Synology®

The Solution

Imulus needed a solution that lowered their costs, reduced their downtime, was easy to deploy and required minimal IT infrastructure to maintain. Imulus chose the Synology Disk Station DS207. Imulus's switch to the Synology's Disk Station allowed the company to run a full-featured file server and backup solution without the added licensing costs, time commitments, and complexity of their old PC server.

Reliability & Performance

Fast, straight-forward file management is essential for companies like Imulus that create and distribute large design and production files. The Synology DS207 provides Imulus with high-speed file transfers in a high-functioning solution that they can depend upon. "Synology allowed us to simplify our system and improve reliability," said Morris.

Disaster Recovery

Backup and data redundancy are crucial for any company, especially a small business whose product relies on the availability of digital files. The Synology DS207 was instrumental to Imulus in preventing a disastrous loss of data, thanks to the data redundancy provided by the RAID configuration they setup on their DS207. After sustaining a hard drive failure, the data was still available in degraded mode and there was no further loss to system functionality or data service. Imulus was able to replace the failed hard drive and restore volume integrity with virtually no downtime or impact to their employees.

"When we had our drive failure the Synology NAS was critical in allowing us to keep running, plan for the repair and execute it without a single loss in data or functionality," said Morris.

Synology®

A NEW NAS Experience

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Cost Savings

Imulus continues to save money with the Synology DS207, as no Client Access Licenses are required for Synology Disk Stations and free firmware updates are regularly released.

Every Synology NAS comes bundled with the full-featured Disk Station Manager 2.1 giving every level of Synology user access to the same feature-set. In addition to a file server and backup solution, value-added features include: Windows® ADS support, secure FTP access, web server, and a surveillance station.

Customer Benefits

More than just a box - The Synology Disk Stations can be used for more than just a great storage solution. With fully integrated applications that turn the Disk Station into a full featured file server, surveillance station and media sharing device, the "out of the box" savings when compared to a traditional PC server is tremendous.

Synology Disk Stations offer easy to implement, scalable and affordable solutions that grow with your small business. Easy to deploy, the Synology Disk Stations are a cost effective solution for backup and file sharing that is reliable, easy to use and directly designed for small businesses.

Morris adds, "I just can't believe Synology can pack so much goodness into these units without compromising usability and price... but somehow they have pulled it off."



DS207, a 2-Bay NAS
Small Office & Workgroup Series

DS209 is the Next Generation of Synology 2-bay Disk Stations. View all the 09 series at www.synology.com

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