AWS
re:Invent

ARC206-S

Meredith delivers media content to all with AWS and Rubrik

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Agenda

- The Meredith story
- Our journey to AWS
- Living in a hybrid world
- Protecting data in a hybrid world
- Protecting data in a hybrid world with Rubrik

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The Meredith story

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About Meredith

Meredith Corporation (NYSE: MDP) is America's largest media company of iconic magazine brands, television stations, and radio stations, including PEOPLE, Better Homes & Gardens, InStyle, and Allrecipes.

Founded in 1902 in Des Moines, Iowa, and with 8,000 employees, Meredith has a readership of more than 180 million, nearly 135 million monthly unique website visitors, and a broadcast television reach of 11% of US households.

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Our journey to AWS

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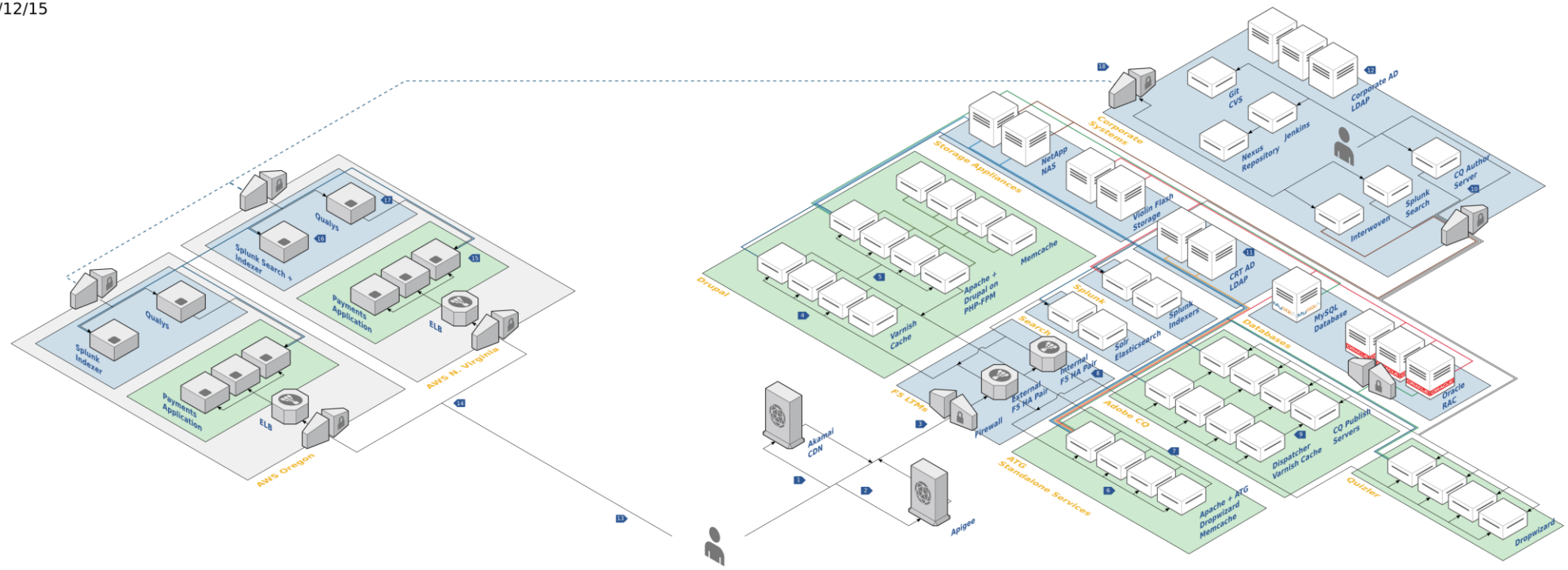
Meredith before AWS

Web Hosting Architecture
IT Architecture
2/12/15



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Why we chose AWS

- Compliance
  - Started with payment processing, and expanded from there
- Global infrastructure on demand
  - Needed infrastructure where we didn't have an established presence
- Click-and-go appliances
  - AWS Marketplace was a great place to try new vendors without long-term contracts and commitments

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Living in a hybrid world

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Moving into a hybrid world

- Cloud-first approach
  - Evaluated all new projects for cloud value
- Start migrations with web environments
  - Needed seasonally scalable environments
- Centralizing digital assets
  - Multiple remote sites creating and using media assets
    - Rely on site networking infrastructure – no need for high-speed core DCs to RBOs direct connect

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Meredith today

- **Our infrastructure was …**
  - Built for peak capacity
  - Running 24/7
  - Configured by hand
  - Built over weeks
- **Our current infrastructure is …**
  - Scaled on demand
  - Scheduled as needed
  - Standardized in repeatable templates
  - Built in a day

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Lessons learned

- Develop best practices
  - Completely different set of challenges from on premises
    - Opportunity for best practices out of the gate
- Rinse
  - New business domain; new challenges
    - Iterate over previous domains; take what we can
- Repeat
  - How do we scale out domain-agnostic best practices?
    - 1 account? > 5 accounts? > 100 accounts?

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Benefits realized

- Speed
  - Infrastructure with a click
    - Services without the underlying dependencies
- Capacity
  - Burst into the cloud when on premises just won't cut it
    - Cost-effective scaling without idle hardware
- Reusability
  - Tweak some files, and you have a whole new environment
    - Build, test, destroy; all from the CLI

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Protecting data in a hybrid world

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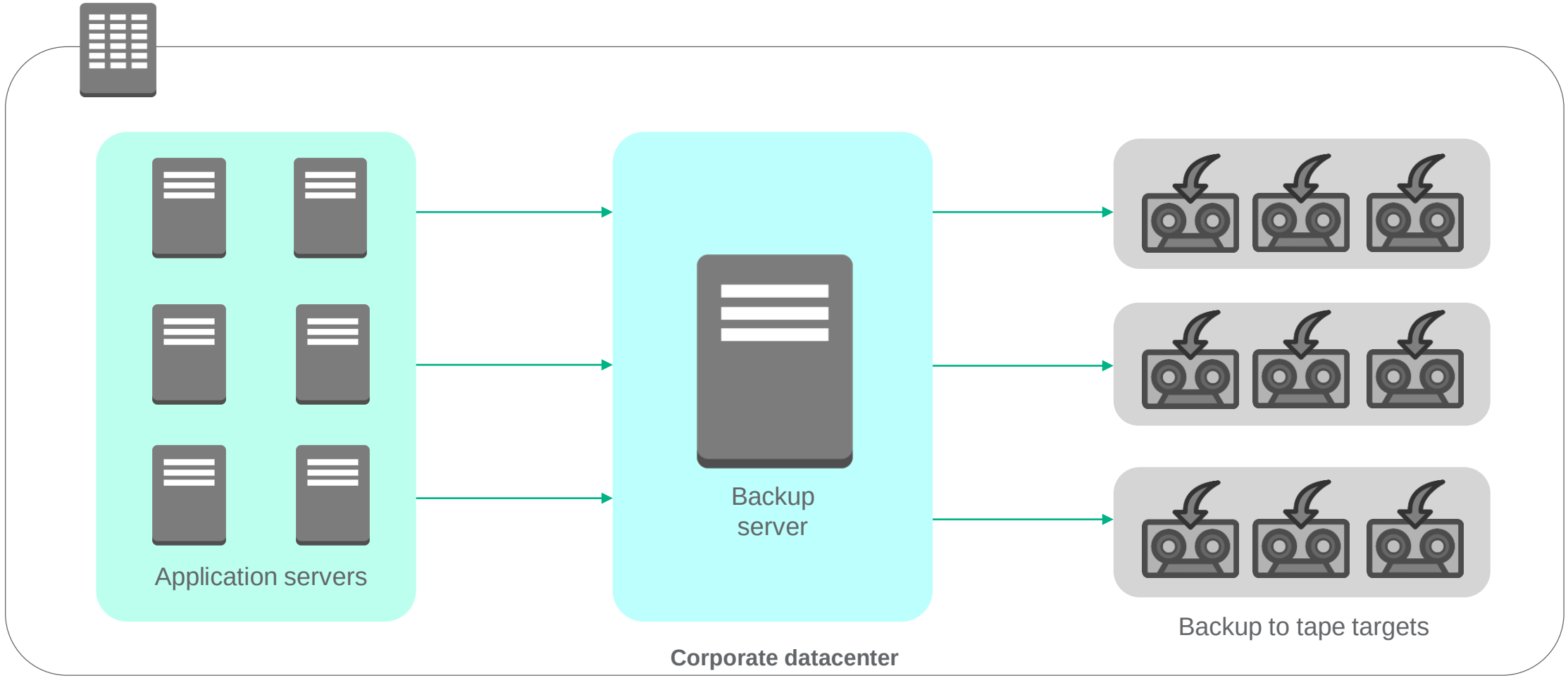
Meredith before Rubrik



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Our data protection challenges

- Complexity and future-proofing
  - Complicated contracts with multiple vendors, yearly true-ups
  - Slow adoption of new technologies
- Administration and support
  - Administration and upgrades are very labor-intensive
  - Aging hardware, heavy reliance on tape storage
  - Licensing, support, tape storage, and administration costs grew each year
- Meredith acquired Time Inc.
  - Went from 2 backup domains to 11 backup domains
  - Global sites instead of just US locations
  - A single backup administrator

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Why we chose Rubrik

- Simplified data protection!
  - On-premises appliances for instant recovery
  - Eliminated multiple servers and storage devices; no more tape!
- Functionality and future-proofing
  - Rubrik has all of the functionality we needed
  - Ability to extend storage capacity with Amazon Simple Storage Service (Amazon S3) archiving
  - No forklift hardware upgrades; simply put in a new “brick” and migrate from the old nodes
- Administration and support
  - Software and hardware upgrades done by Rubrik support
  - Simplified web-based administration console; no Java required

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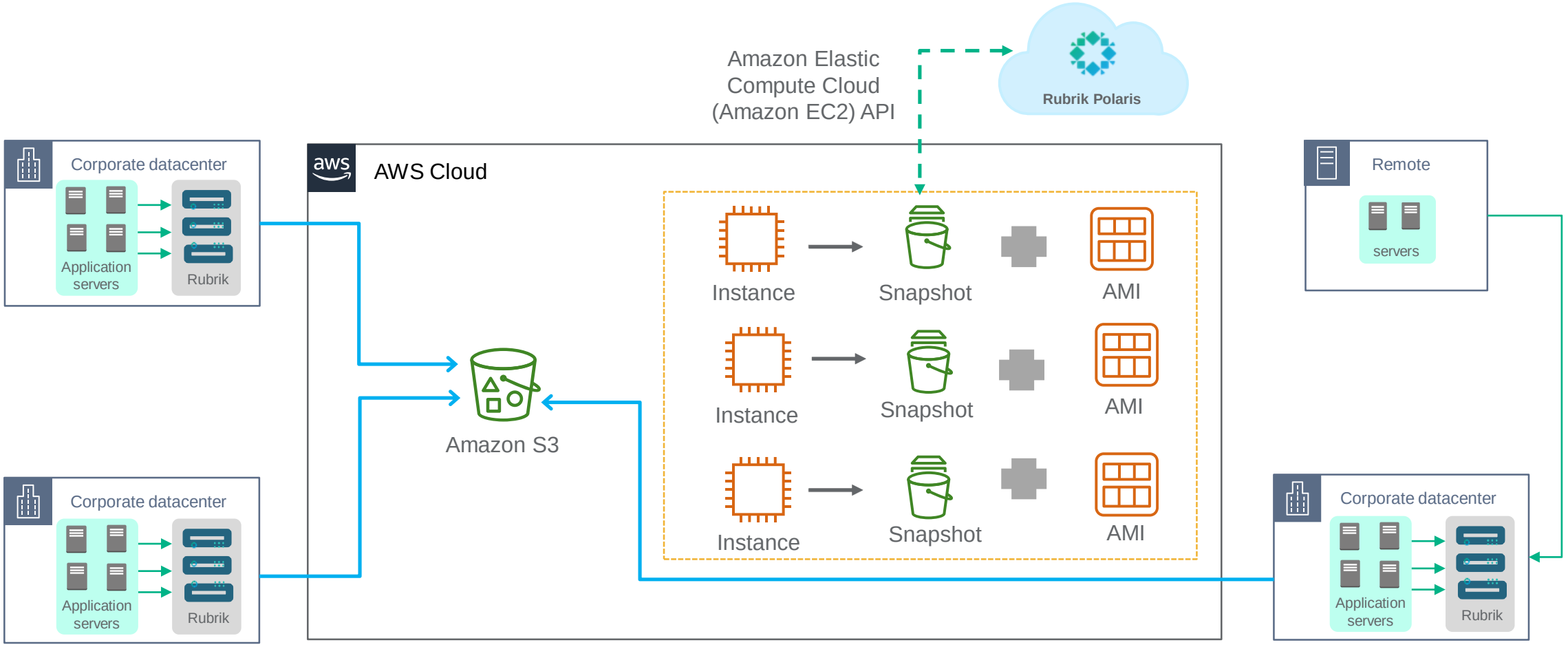
Meredith with Rubrik



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Protecting data in a hybrid world with Rubrik

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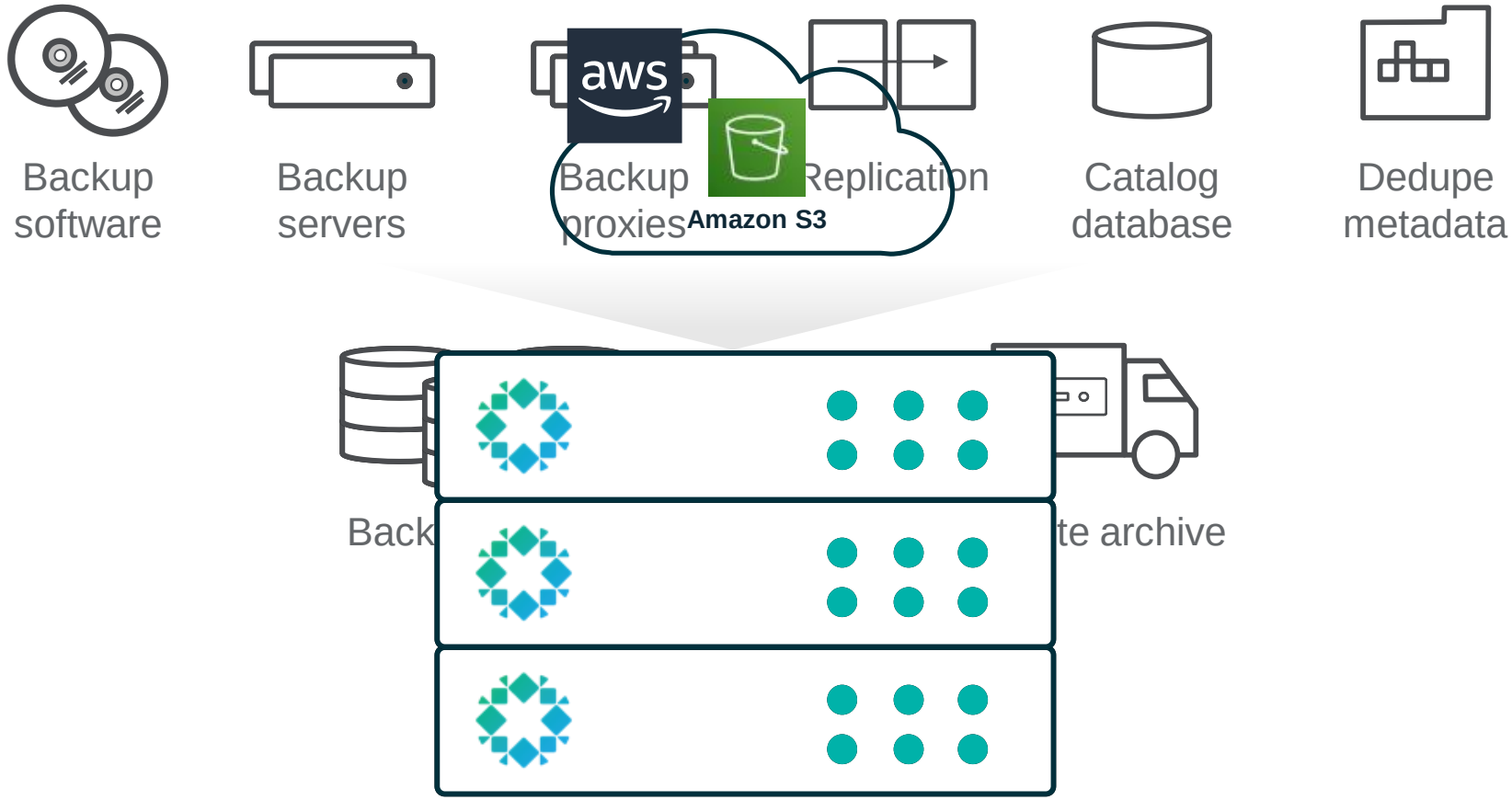
Meet Rubrik Cloud Data Management



Software fabric for orchestrating applications and data across AWS and on-prem infrastructures

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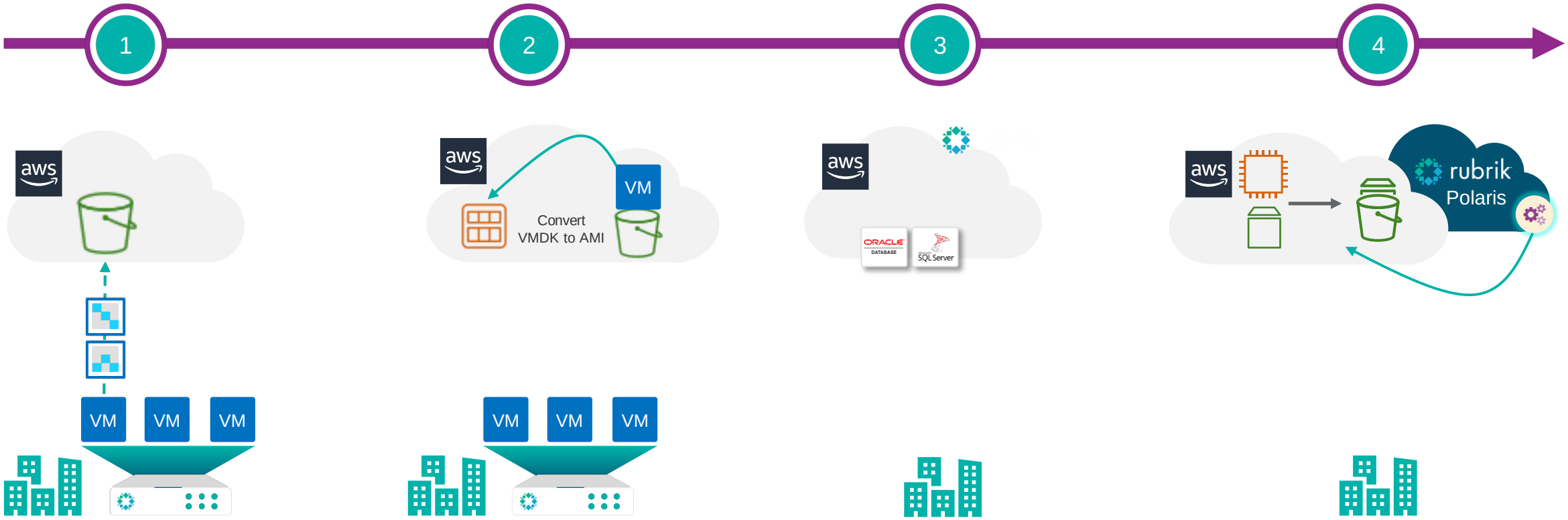
Rubrik cloud offerings



Cloud archive – CloudOut

Cloud instantiation – CloudOn

Cloud Edition for Databases

Cloud-native protection – Polaris with AWS

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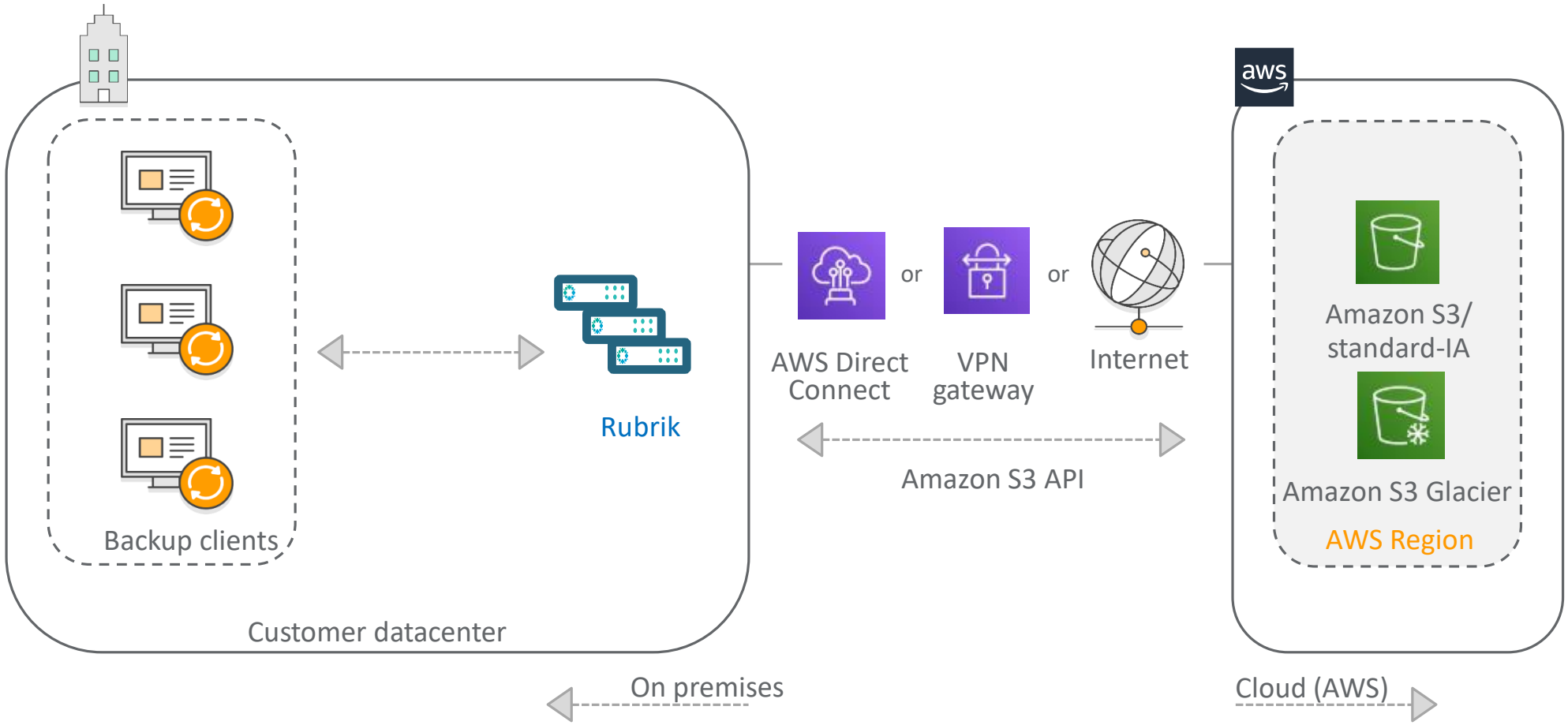
Rubrik CloudOut on AWS

Data retention in Amazon S3



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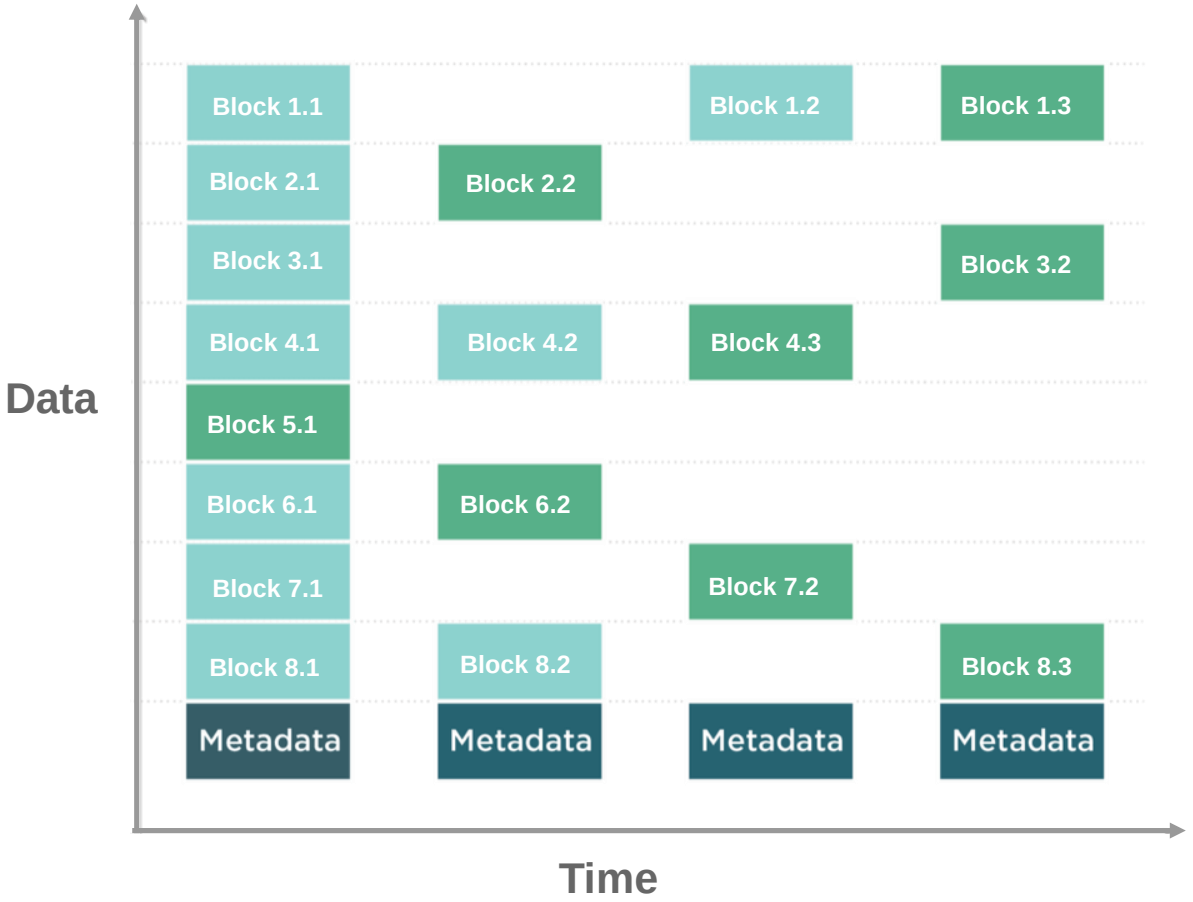
Rubrik CloudOut on AWS

Intelligent data retention



- Rubrik dedupes and compresses data before sending it to Amazon S3, minimizing bandwidth and storage costs
- Rubrik sends incremental snapshots to Amazon S3, minimizing bandwidth and storage costs
- Rubrik indexes every snapshot, enabling customers to quickly browse and search for any file
- Rubrik only sends back the specific storage blocks that need to be recovered to minimize bandwidth and transfer costs

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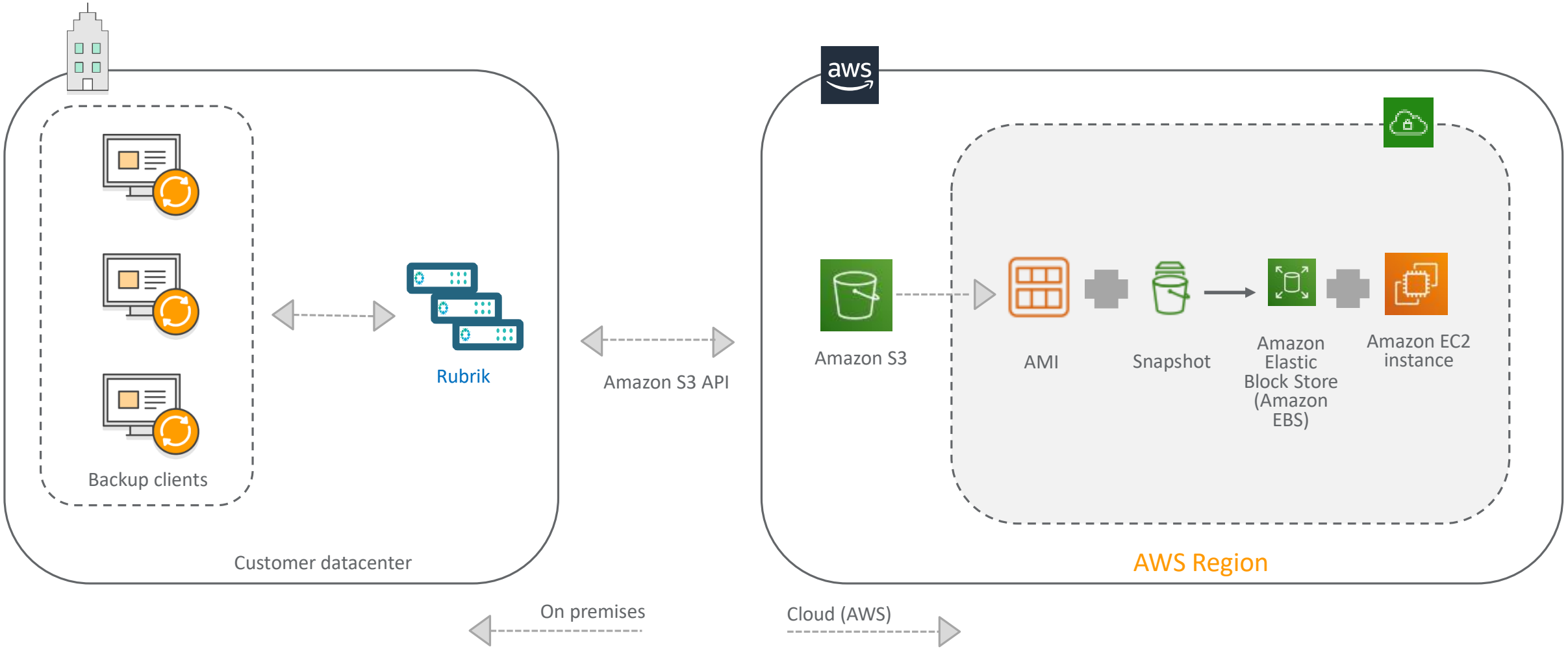
Rubrik CloudOn on AWS

Instantiate workloads on AWS



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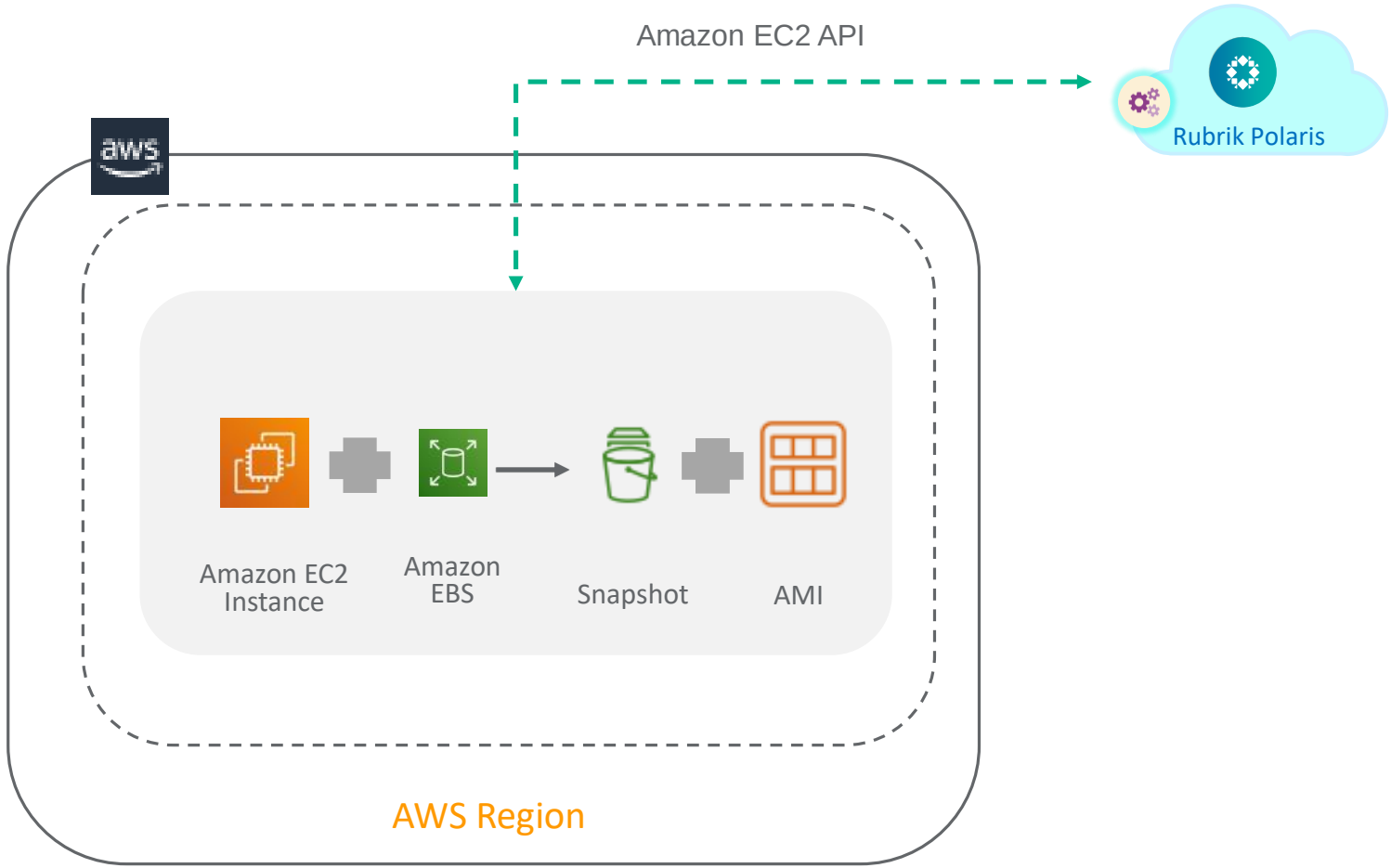
Rubrik Polaris and Amazon EC2 protection



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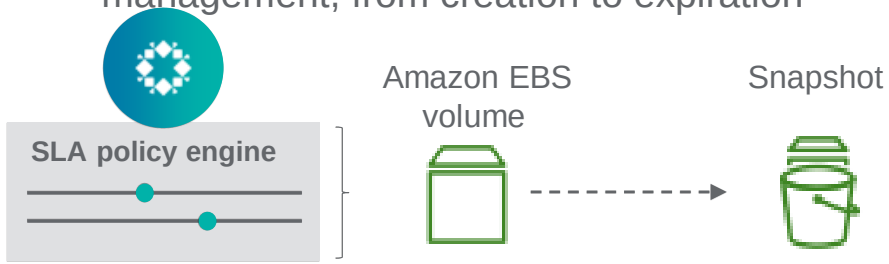
Rubrik cloud-native protection benefits

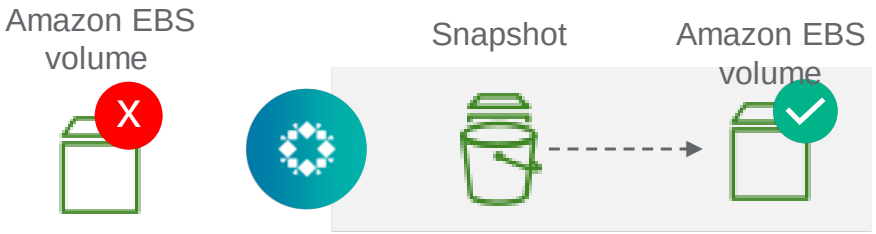
Automated data protection

Use one policy engine to automate snapshot lifecycle management, from creation to expiration



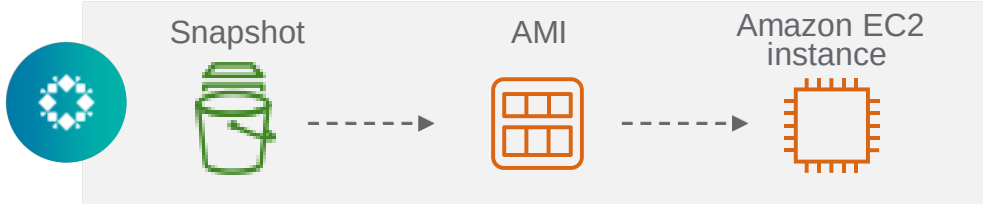
Fast file-level recovery

Eliminate manual scripting; quickly find and recover snapshots or files with predictive search



Cross-region and cross-zone recovery

Instantiate a replica of any Amazon EC2 instance in another Availability Zone or Region with just a few clicks



Unified data management

Manage data across on-premises, edge, and cloud environments with one software platform

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create-snapshot (volumes) and create-image (instance)

Create Snapshot

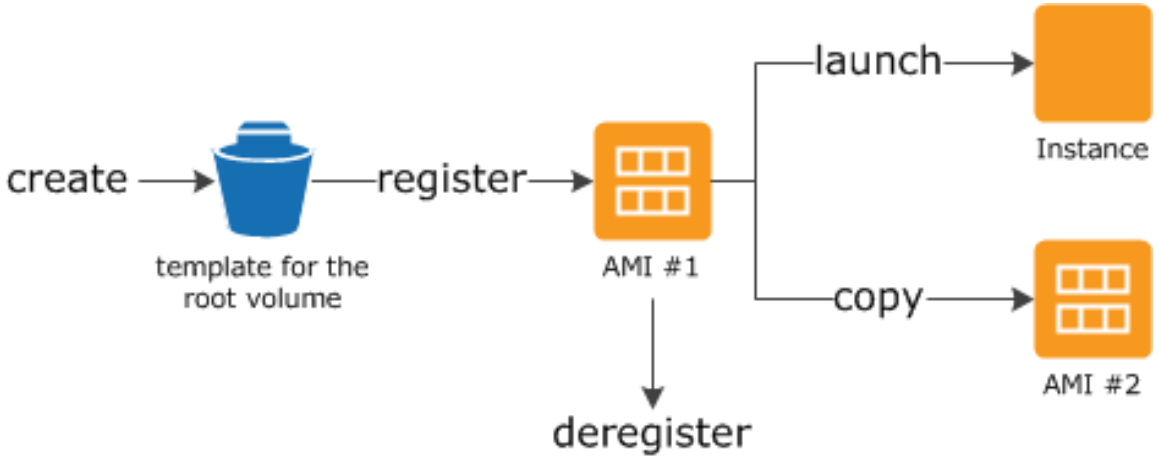
aws ec2 create-snapshot --volume-id vol-0461ae9e888bdda00 --description "Rubrik-Snapshot"

aws ec2 create-image --instance-id i-0b84b623d1778155e --name ”rubrik-linux” --description “AMI for Rubrik Linux Servers"

Create Snapshot → **Create AMI** → **Register AMI**

- Snapshot of root volume
- Snapshot of all volumes not excluded

- Root volume template
- Launch permissions
- Block device mapping
- EC2billingProduct code



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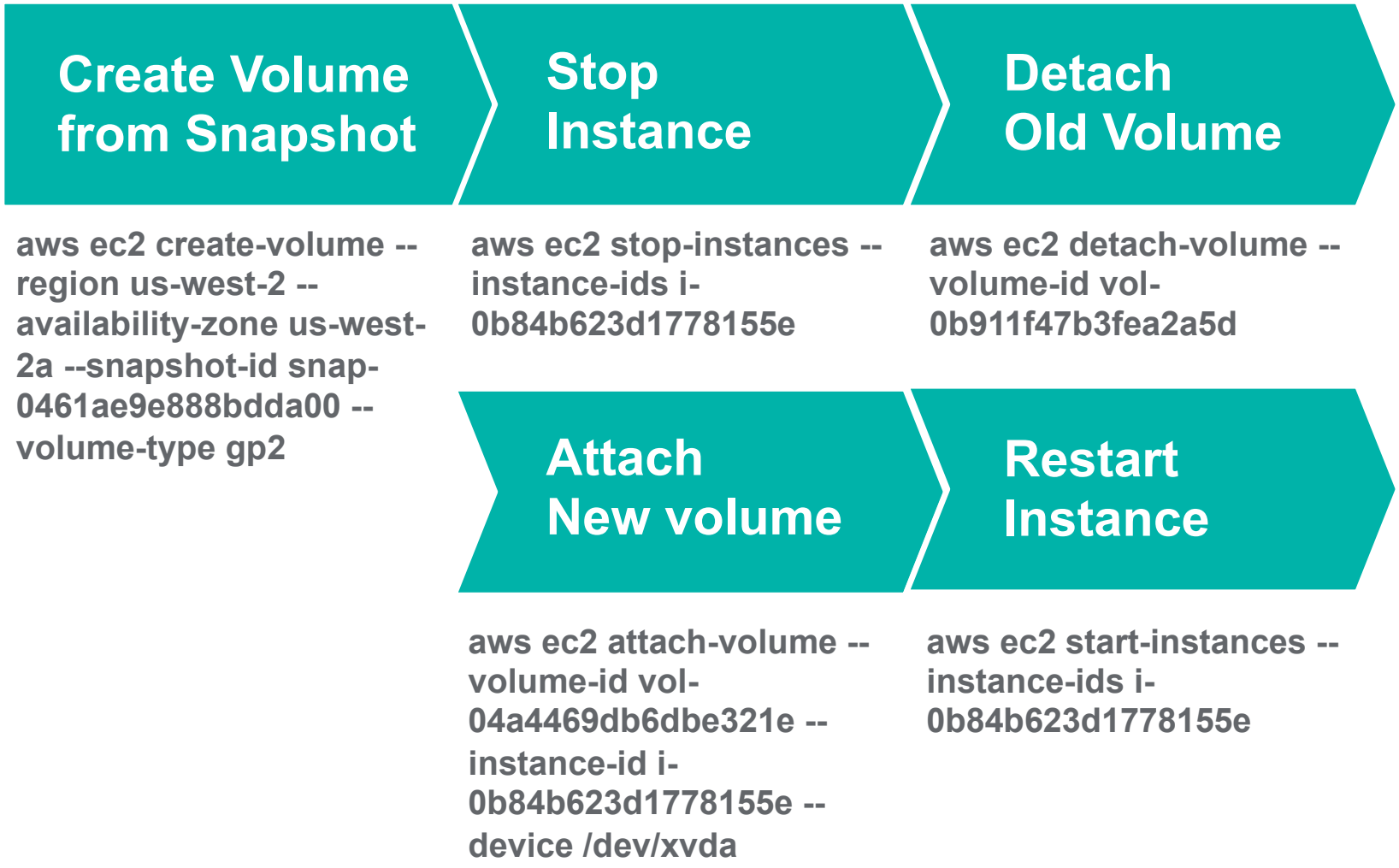
Restore from snapshot



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Call to action

- To learn more about the Meredith with Rubrik story, go to https://www.rubrik.com/wp-content/uploads/2019/07/Customer-Success-Rubrik-and-Meredith-Corporation.pdf
- To learn more about Rubrik with AWS, go to https://www.rubrik.com/partners/technology-partners/amazon-web-services/
- To speak with someone at Rubrik, come to our booth at 3416

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Thank you!

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