

## AEMpress, Lda.

AEMpress reduces costs and optimizes features with QNAP TVS-463



AEMpress is a communications and public relations agency specializing in the consumer electronics and information technology markets. Since their formation, AEMpress has always bet on technology to serve its customers, looking for solutions capable of optimizing their resources in order to offer the most competitive services.

### Challenge

Founded in 2007, AEMpress is a boutique agency for communication and public relations specializing in the needs of technology-based companies, namely consumer electronics and IT.

Operating in a highly-competitive sector, the company has always focused on technology to keep ahead of the competition and offers high-quality services at competitive prices.

One of the ways to achieve this was through the installation of a Windows server to which the company used mainly for information sharing, data backup and remote access.

However, the growing management and maintenance needs of the server coupled with the fact that the company has stopped using client-server applications, as well as the reduced flexibility in terms of increased storage capacity, dictated by the increase in the number of work posts (5 desktops and 5 notebooks) led to the need to rethink the options of its IT infrastructure.

### Solution

After several possibilities were considered, among them the investment in increasing the capacity of the Windows server, AEMpress decided to retire the server and to adopt a QNAP TVS-463 NAS.

The TVS-463 is a 4-bay NAS powered by an AMD quad-core x86 processor with 4GB RAM. In addition to being very powerful, the TVS-463 offers several possibilities for expansion and upgrade - something that AEMpress considered to be vitally important. With the potential of installing up to 16 GB RAM, adding 10GbE connectivity with a separate network card, and expanding the storage capacity up to 160TB, the TVS-463 can grow alongside the company.

#### Sector

Public Relations

#### Company

AEMpress

#### Headquarters

Frielas, Portugal

#### QNAP Model

TVS-463

#### Website

[www.aempres.com](http://www.aempres.com)

#### Business Challenge

Simplify IT resources in order to reduce costs by maintaining or even increasing available services.

#### Solution

Replacing a Windows Server with a QNAP TVS-463 NAS



## Ready to use

"The QNAP TVS-463 is very easy to install and has been configured and ready to use in our gigabit network with shared folders and their permissions, In about half an hour" said António Eduardo Marques, CEO of AEMpress and who also manages their IT infrastructure.

AEMpress equipped their QNAP TVS-463 with four 4TB disks and configured them in RAID 6 for a total of 8TB of usable capacity. The option for RAID 6 instead of RAID 10 is due to data protection concerns: on a 4-disk NAS, RAID 10 (also called RAID 1 + 0) may not withstand the simultaneous failure of two disks if it is a drive in each RAID 0 pair - while this is no longer the case with RAID 6, which is capable of recovering from the total loss of any two disks simultaneously.

In less-powerful NAS there may be a significant penalty in RAID 6 write operations, but this was not the case for QNAP TVS-463: "It is a very powerful unit and the operations of reading and writing seem to be done on a local disk, such is its speed", António Eduardo Marques explains.

## File History: Instant backup

The QNAP TVS-463 can be used in a variety of backup scenarios, but AEMpress opted for a "push" solution (from clients for the NAS) rather than "pull": using the "File History" feature of Windows 10, configured to perform a snapshot of each user's main working files every 10 minutes and maintain backups for up to 6 months.

"The TVS-463 already includes powerful and free backup tools, such as Hybrid Backup Sync," says AEMpress CEO, "but for our needs, Windows 10 File History - which is similar in functionality To Apple's Time Machine - serves us perfectly and has the advantage that the data recovery can be done by users without the need of anyone."

With the tools included in QNAP TVS-463, a daily backup is made from the NAS shared folders to the Amazon S3 low-cost storage service.

## Flexible remote access

One of the challenges for AEMpress was not only to be able to remotely access office-based files, but also to offer its clients access through an FTP server - in both cases, situations that created potential security problems in the Windows server scenario.

"QNAP's remote access functionality is well-implemented and allows us to use a free subdomain under myqnapcloud.com to access key shared resources securely and simply, including through mobile apps for Android, iOS and Windows 10 devices Mobile used by our employees," says António Eduardo Marques.

"In addition," he adds, "TVS-463 includes a robust FTP service that we use to provide remote file access for our customers."

## Benefits

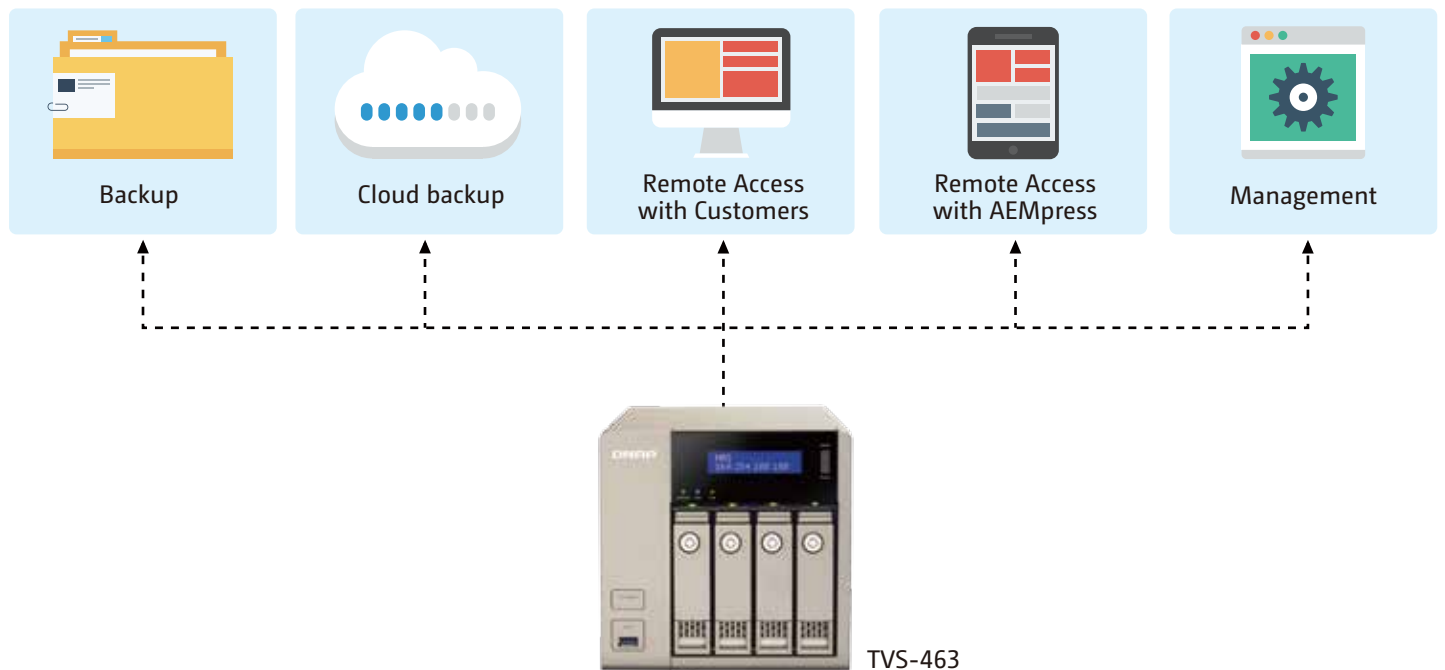
1. Maintenance of main services (sharing, backup and remote access) with a cost reduction
2. Simple configuration and implementation of all the necessary services
3. Energy saving and lower maintenance costs
4. Ease of remote access through mobile apps
5. Modular system able to keep pace with company growth

## Benefits

"Replacing the Windows server for the QNAP TVS-463 NAS did not entail any compromise, quite the contrary - we only saw gains: efficiency, security, ease of management, energy cost reduction and greater flexibility and future growth", says the CEO of AEMpress. QNAP TVS-463 not only offers a high level of security for our data, but also allows access from anywhere and any device, which was one of the main requirements of AEMpress. Knowing that the system can grow in the future according to the needs is another of the positive aspects pointed out by the CEO of the company.

"I am convinced that there are thousands of small businesses in Portugal that have the same three basic needs of AEMpress for data sharing, backup and remote access and that they think they need a server when a NAS offers them everything they need and a lot More ", António Eduardo Marques defends.

"The worst," he continues, "is that among these companies, some even have a traditional server, with higher costs and fewer features than they could have if they opted for a NAS; And others do not have a server because they have concluded that it is very expensive when they have NAS at their disposal from just over 200 euros! "



"For AEMpress," he concludes, "the QNAP's solution saved us a lot of money every year - a cost reduction that benefits us directly and also allows us to be more competitive in the services we offer our customers."

***"Replacing the Windows server with the QNAP TVS-463 NAS did not entail any compromise, quite the contrary - we only saw gains: efficiency, security, ease of management, reduced energy costs and greater flexibility and future growth." - António Eduardo Marques, CEO of AEMpress***

