



SUCCESS STORIES

GODADDY® STAYS #1 WITH HIGH-AVAILABILITY INFRASTRUCTURE POWERED BY NETWORK APPLIANCE

“Our mantra, ‘hot prices, serious support,’ is not only what we expect of ourselves for our customers, it’s what we expect of vendors. NetApp high-availability solutions, competitive price/performance, and proactive support works for us.”

MARK WACHTMANN Vice President of Information Technology, GoDaddy



KEY HIGHLIGHTS

Location Scottsdale, AZ

Industry Internet

Customer Profile

GoDaddy offers a complete line of Web presence tools and services. Name Intelligence ranks GoDaddy #1 in new domain name registrations and overall domain portfolio size. www.godaddy.com

The Challenge

GoDaddy expects to grow 100% annually, stay flexible, and deliver best-value innovations and service. Objectives include a 3-second average site response time.

The Solution

GoDaddy standardized on NetApp FC SAN and NAS storage for mission-critical systems, including e-mail, hosting services, and SQL Server databases. NetApp enables high performance, DR, and nondisruptive expansion.

Benefits

- Fast-scaling, unified architecture
- Excellent performance, even in peaks
- “Best price for best service”
- Forward-planning partnership

THE CUSTOMER

GoDaddy.com (GoDaddy) holds the world’s #1 ranking in new domain name registrations and domains under management. Founded in 1997, GoDaddy manages approximately 10 million domains and registers a new name every 6 seconds. The company offers a complete line of Web presence tools and services, including domain name registration, hosting, e-mail systems, SSL certificates, and other complementary products and services. GoDaddy ranks as the #1 shared hosting provider in North America and was ranked the #1 technology company (ranked #8 overall) on the 2004 Inc. 500 list of America’s Fastest Growing Private Companies.

THE CHALLENGE:

Grow 100% Annually, Stay Flexible, and Deliver Best-Value Innovations and Service

While other companies might rest easy with 20% to 30% annual growth rates, GoDaddy aims for—and achieves—gains of more than 100% year after year. Mark Wachtmann, vice president of information technology at GoDaddy, says that building an infrastructure that stays ahead of the company’s hypergrowth requires excellent technology and constant planning. “We support a lot of products and are continually rolling out new ones. Our infrastructure must give us the flexibility we need to be innovative while testing product markets in multiple directions. And we expect value

from our suppliers—in a small-dollar-volume, high-transaction environment, high infrastructure costs can keep you from hitting the price points you need in order to stay competitive. For example, competitors might sell a domain name for \$30. We want to sell it at \$8.95—or less.”

High availability matters, too. Nima Kelly, GoDaddy vice president of public relations, explains, “We support more than 3.6 million offices that are worldwide, ranging from small offices critically dependent on our hosting services, to some of the largest Fortune 500 companies that rely on GoDaddy for secure certificates. Our storefront is our Web site. It simply must be available 24x7x365 to serve all of our customers.”

Wachtmann adds, “When you’re the world’s largest domain name registrar, the largest shared hosting provider in North America, and the fastest-growing certificate authority, any downtime means lost revenues for your customers.”

THE SOLUTION:

Team with NetApp Global Services to Standardize on Network Appliance™ SAN and NAS Storage

In May of 2002, GoDaddy deployed its first NetApp F810c system to enhance its e-mail infrastructure and provide even greater reliability. Wachtmann says, “Considering our large numbers of users, the variability of file sizes, and how frequently the system is hit and updated, the GoDaddy e-mail environment is probably

our most demanding in terms of storage. We needed the robust performance and availability of the NetApp solution. Later that same year, we migrated our database environment from direct-attached storage to a NetApp Fibre Channel SAN based on FAS900 series systems.”

The NetApp architecture has facilitated online, nondisruptive expansion of the GoDaddy infrastructure to integrate new types of applications. Today NetApp provides all the enterprise storage supporting mission-critical systems, including e-mail, hosting services, and Microsoft® SQL Server databases. All critical systems have full disaster recovery capability in the event of failure. This capability makes significant use of NetApp technologies. NetApp SnapManager® for SQL Server and DataFabric® Manager software products simplify management of the storage landscape.

GoDaddy also leverages NetApp Snapshot™ technology (for recovery of data less than 3 days old), NetApp SnapVault® software, and Symantec® NetBackup™ software for online data backup of both NetApp and non-NetApp systems to NetApp NearStore® systems. The NearStore systems store 30 days’ worth of disk-based backups for rapid data recovery and to meet specific service level agreement commitments. NetBackup software performs backups of the NearStore systems to tape.

BUSINESS BENEFITS:

Leading Performance and Availability, Competitive Advantages, Insight

“The GoDaddy philosophy and guiding business model is to offer absolutely the best products at the best prices, supported by the best customer service,” Kelly comments. “The NetApp partnership helps us execute that strategy effectively.”

“Our mantra of value is not only what we expect of ourselves,” adds Wachtmann, “it’s what we expect of our suppliers. NetApp has extended those values to our partnership, taking a proactive approach to understanding our environment and helping us anticipate storage requirements. We rely on a small, select number of strategic technology suppliers to deliver our products and services—NetApp is one of the best.”

Wachtmann stresses the value of NetApp Global Services. “It’s a major benefit to have the NetApp team scrutinizing our infrastructure as intensely as we do. There are more eyes looking at how to maximize performance, more people strategizing about what we need to do to stay ahead of the technology curve and ensure continued 100% annual growth in the years to come.”

Wachtmann says that proof of success has come in many forms. “We are one of the industry leaders in site availability. And site availability was especially critical during our high-profile and highly successful Super Bowl marketing campaign. Throughout the month of February, our sites experienced quadruple traffic loads, with spikes reaching 10 times normal.”

“Accommodating such loads without downtime helped prove the viability of our storage and infrastructure technology,” adds Wachtmann. “It’s worth noting that the GoDaddy metric for downtime is a matter of seconds. In our world, that’s what it means to stay competitive.”

Wachtmann says that the NetApp architecture helps GoDaddy achieve both product value and innovation objectives. “Cost control is always crucial in our business. When we evaluate the cost of storage, we look at detailed price/performance—that is, what the system delivers and costs in terms of operations per second. No other supplier to date has been able to deliver better price/performance than NetApp. With a single architecture across the entire product line,

NetApp also gives us tremendous flexibility to configure our storage landscape exactly as we need it to support GoDaddy’s business, including market-testing of new products. We routinely migrate data among our systems for upgrades, performance, and disaster recovery—and we’re not talking about small quantities of data. NetApp software lets us seamlessly keep large amounts of data in sync across multiple platforms and applications.”

As a leading-edge user of technology, the GoDaddy organization understands and emphasizes the importance of maintaining a high-availability infrastructure. “Our customer base has grown to include some of the most respected international corporations, utilities, universities, and charitable organizations,” says Kelly. “We would not have had this measure of success if we had short-changed our infrastructure. Our growth just simply would not have been possible.”

“GoDaddy may be a fun name, but it’s a very serious business,” Kelly emphasizes. “Customers trust critical business services to GoDaddy, so they expect resiliency in the environment and the absolute best user experience possible. That’s what NetApp helps us deliver.”

SOLUTION COMPONENTS

30 NetApp primary storage systems, including FAS960c, FAS940c, FAS920c, FAS270c, and FAS3050c systems

Four NetApp R200 systems

NetApp SnapMirror®, SnapRestore®, SnapVault, DataFabric Manager, and SnapManager for SQL Server software

NetApp Global Services, Technical Global Advisor

Symantec NetBackup software

Cisco MDS SAN Directors

