

# A Smart Choice For Storage

Lifescrpt is one of the most popular women's health sites in the world. Their mission is to help women everywhere make smarter choices for themselves and their families. And they cover everything from heart disease to heartbreak.

'There was nothing out there for women,' says Laurie Berger, editor in chief at Lifescrpt. 'We wanted to create a site for women that they could use quickly, easily, and from anywhere.'

So that's exactly what they built—and the women have come. Every month, 10 million people flock to the website. And they send in a whopping half a billion emails.

## Challenge

As they grew, the team faced a new challenge: data, and more data. Lifescrpt amasses around 3.5 to 5 terabytes of data every day. That data is important if they're going to make smarter choices of their own. Berger says, 'when we first started the site, we didn't know who our visitors were. Over time, we've watched to see what kind of content they react to and ingest. So now we can create new content based on the data.'

But wrangling this much data is no small task. 'All of the data that's generated, I call it a data wake,' says Jack Hogan, chief technology officer and co-founder of Lifescrpt. 'It creates mountains of data to sort through on the back end.'

These mountains became a logistical nightmare for a small company of 128 employees. The team was growing fast, but not as fast as their site. So they needed a better way to store and manage data. And they needed it yesterday.



## Solution

Lifescrypt found the perfect solution in FlashStack, a virtual storage solution from Pure Storage and Cisco. It lets them store vast amounts of data virtually, rather than in a physical data center.

“Our experience with Pure Storage has been phenomenal. They think radically different about storage. Not only do they offer channel availability out of the box, but they’re also able to compress our data by 2.5 to 3 times. Which means you can buy less storage than you would normally need.”

– Jack Hogan, Chief Technology Officer and Co-founder, Lifescrypt

And true to the name, it’s super quick to install. The first FlashStack array was so easy to put in (‘our sales rep did it in 20 minutes,’ says Hogan) that they later put in two more for extra flexibility and backup.



## Outcome

### The benefits

Thanks to the solution from Pure Storage and Cisco, Lifescript moved from a completely physical data center to virtual storage that runs off FlashStack. It's shrunk their data center by 75% and saved them \$100k a year.

'The scalability, flexibility, and simplicity of Cisco FlashStack gives our team peace of mind about things that keep other admins up at night,' says Hogan. 'Now, we're nimble and flexible enough to take on any new challenge that the business throws at us. In fact, we've done it already, with great success and no hitches.'

As an added bonus, it's freed up their IT team from maintaining hardware. Which means they have more time to dream up new services. And go after new revenue.

**“With FlashStack, I can now manage my storage, network, and compute requirements—all on one platform. We're saving a tremendous amount of time and money. I believe so strongly that the teams at Pure Storage and Cisco are solving the data center problems of the future.”**

— Jack Hogan, Chief Technology Officer and Co-founder, Lifescript

## Better Together

### Everybody wins

The solution isn't only great for Lifescript. It's also done wonders for the people who come to their website.

“ At the end of the day, we're all about helping people. This new technology we've put in place on the back end makes us better at finding people who have issues and don't know where to turn. We can target appropriate content to them much more quickly. So they get the help they need, right when they need it. The user experience is incredible. ”

— Laurie Berger, Editor in Chief, Lifescript

