Yamaha Modernizes Its File Systems to Prevent Data Loss

> When we set out on our search for a new solution there were four key things we were looking for: ease of use, mobility, performance and security.
>
> **—Vimal Thomas** | Vice President, Information Technology

AT A GLANCE

600+
users

100+
terabytes of data

50 years
of files

Challenge: 60TB out of tune

For more than 50 years, Yamaha has "inspired peoples' passion and helped them make a step forward to express their individuality, emotion and creativity." Since 1960, that drive to support and empower people to create their sound and music has cemented Yamaha Corporation of America (YCA) as the largest provider of musical instruments and audio/visual products in the United States.

Additionally, within YCA, Yamaha Artists Services (YAS) provides a wide range of services designed for performing artists, concert venues, performing arts organizations and educational institutions across the county.

All told, that's 50 years worth of video, audio and other essential files that YCA had to secure and govern in order to safely collaborate across offices and with customers and partners.

According to Vimal Thomas, Vice President, Information Technology, YCA was relying on a homegrown solution to share and collaborate for most of these valuable files. Users would store data on external hard drives and ship them around the country or physically carry them. The contents of the drives would be manually catalogued and managed by users.

"All of this data like video files, graphic files and artist information was stored on portable hard drives – 50 years of files running up to 60 terabytes in size were sitting around in people's hard drives at home," said Thomas. "In some cases the data was irreplaceable, as artists have passed away.

In addition to the physical hard drives being shipped around the country, YCA was housing content on its on-premise servers. On top of that, YCA was using the team features in Dropbox to share content. Thomas says that while there was an IT recommendation for users on how and who should access the data, IT had no way to check if policies were being followed and, if they weren't, no way to enforce them.

The need to share with partners and customers further complicated things for YCA. For Thomas, it was important to extend ease of access beyond internal users, but allow easy and secure access to those outside of the company, while maintaining control and governance.

"We came up with the idea that we need to move our infrastructure into the cloud," said Thomas. The first step of that move for YCA was moving their primary file storage to the Amazon Web Services (AWS) cloud.

"We needed to maintain control of our files, which means that we wanted all of that in our AWS environment. It (a supporting cloud-governance solution) had to allow us to do central administration inside of IT."

> We were putting our intellectual property at risk and running the risk of a catastrophic data loss.
>
> —**Vimal Thomas** | Vice President, Information Technology, Yamaha Corporation of America

COMPANY

Established in 1960 as Yamaha International Corporation, Yamaha Corporation of America (YCA) offers a full line of musical instruments and audio/visual products to the U.S. market. In addition, Yamaha Artists Services (YAS) provides a wide range of professional services exclusively designed for performing artists, concert venues, performing arts organizations, and educational institutions at facilities around the U.S.

LOCATION

Buena Park, CA (Orange County)

INDUSTRY

Consumer Products (Musical Instruments and AV products)

> ## You have A-list artists and their information sitting in that environment. We cannot do enough to protect it.
>
> **—Vimal Thomas** | Vice President, Information Technology, Yamaha Corporation of America

Solution: Striking the right chord

To find the right fit, Thomas and team conducted exhaustive research and tests of a myriad of vendors, including Dropbox, Box, AWS Workdocs and Microsoft OneDrive before hitting the right note with Egnyte.

"We wanted to make sure that the data itself can be encrypted," said Thomas. "As we did our analysis, we came up with the conclusion that Egnyte was the only one. It (Egnyte) was designed from the ground up to handle enterprise-grade files. The others are not."

It was only when Yamaha rolled out Egnyte that they got a handle on protecting all the user data stored in personal computers and local servers as well.

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Results: A superior performance

Yamaha's move to AWS with Egnyte has paved a new way forward. Their corporate headquarters has completed its migration and Canadian operations are fully up and running with Egnyte.

"The Egnyte content intelligence portion of the software is critically important to us," said Thomas. "It gives us the visibility into who's accessing our data, who's sending it out to non-Yamaha employees and which Yamaha employees are sending out links to our business partners. That kind of information we did not have before."

CHALLENGES

- Risk of data loss from shipping external hard drives.
- No live content collaboration between corporate headquarters and regional offices.
- IT could not enforce permissions or policies. Employees turned to shadow IT for sharing and storing files, putting intellectual property at risk.

BENEFITS

- Saved time and resources by establishing a reliable, cost-effective content versioning system.
- IT can create and enforce policies that support compliance and IP protection.
- Users can view, edit, and share files with external parties, directly from mobile devices. Collaboration is seamless across multiple locations.

SOLUTION

- Egnyte Cloud Deployment
- Egnyte Webedit
- Egnyte for Microsoft Office
- Amazon Web Services storage
- Smartphones, tablets and laptops

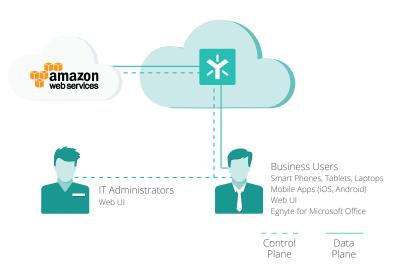## Securely access, share files from centrally managed cloud file server

Figure 1. The Egnyte cloud deployment architecture is key to enabling business agility, mobility and secure anytime, anywhere access.

YCA multimedia groups are using the tool and finding value in it's archiving capabilities. All storage is handled via AWS coupled with an Egnyte as the front-end content collaboration application. YCA has also taken advantage of the integrations with Microsoft products to more efficiently and securely use the software suite.

"The integration that Egnyte has with Microsoft Exchange and Microsoft Office is also a huge productivity gain for our employees," Thomas said. "Now they can just send a secure link with a password (to share files)."

Thomas sees the benefits of Egnyte growing as the company progresses with its IT transformation.

"As we get more and more used to this, our internal business processes are going to be designed with Egnyte in mind. That's a benefit for both IT as well as all the end users and for the company as a whole."

EGN✕TE

In a content critical age, Egnyte fuels business growth by enabling content-rich business processes, while also providing organizations with visibility and control over their content assets. Egnyte's cloud-native content services platform leverages the industry's leading content intelligence engine to deliver a simple, secure, and vendor-neutral foundation for managing enterprise content across business applications and storage repositories. More than 16,000 companies trust Egnyte to enhance employee productivity, automate data management, and reduce file-sharing cost and complexity. Investors include Google Ventures, Kleiner Perkins, Caufield & Byers, and Goldman Sachs. For more information, visit www.egnyte.com