

Case Study

Edith Meyer Wedding Cakes

Unique cakes with fresh organic ingredients

Industry: Retail



The Company

Edith Meyer began making wedding cakes when a close friend handed her a picture torn out of *Elegant Bride* magazine and asked her to recreate the cake. A high tech executive by day, Edith crafted her version of the cake after getting some tips from the original designer. The cake was a hit and the business was born. After retiring from the high tech world, Edith now averages about 80 to 100 cakes per year. Edith's designs range from traditional to whimsical and all are custom to each couple and handmade with the finest organic ingredients.

The Environment

Windows® XP Client
Linux Voodoo Client
GB Switch
SonicWall® Firewall Router

The Challenge

Although flour and sugar are the most obvious ingredients of a small business like Edith Meyer Wedding Cakes, data also plays an important role. From recipes and digital photos of each original creation to client information, billing and contracts, Edith Meyer relies on the survival and safety of their data. The risk of losing that data is why Edith Meyer decided to make the leap from single USB hard drive storage to Network Attached Storage (NAS).

Edith Meyer was looking for active storage with the added safety of RAID (Redundant Array of Independent or Inexpensive Disks). RAID was very important to them because the device was commissioned to not only as a central repository for all of the data, but as the primary backup location.

"I was really looking for hardware RAID—single drive storage carries with it too much risk of failure and with RAID you have that extra insurance that if one drive fails, you can still rebuild all of the data," says Drew Meyer, Edith's husband and business partner.

The other features that were important to Edith Meyer were product ease-of-use, low noise and low power consumption.

Why Edith Meyer chose ReadyNAS

- ❖ Hardware RAID
- ❖ Ease of Use
- ❖ Small Chassis
- ❖ Quiet Operation
- ❖ Low Power Consumption

About Edith Meyer Wedding Cakes

Located in Santa Cruz, California, Edith Meyer Wedding Cakes is a boutique bakery that specializes in custom wedding cakes. Their reputation was built on quality, attention to detail and their commitment to fresh, organic ingredients. Each cake is made custom for each couple and is a reflection of their individual style.

Edith Meyer Wedding Cakes
www.edithmeyer.com
Santa Cruz, California



The Solution



ReadyNAS™ NV+

Built-in Hardware RAID

When choosing ReadyNAS NV+ over the other storage options on the market, the number one factor was low-cost hardware RAID. In the past, RAID has been reserved for high-end servers and enterprise solutions, therefore many small businesses used CD/DVD, USB hard drives, or just desktops and notebooks to store their data. Each one of these carries with it either a large time sacrifice or high risk of single disk failure. Additionally, when considering RAID, it can be achieved by hardware or via the operating system. Software RAID tends to be less expensive, but ties up the operating system and impacts performance. Conversely, hardware RAID affords better performance and higher reliability in case of failure. ReadyNAS NV+ was a cost-effective way for Edith Meyer to get data redundancy without the performance detriment of software RAID.

“We are using Infrant’s own X-RAID technology, which basically took care of the RAID configuration for us. With four 250GB drives, we are currently running the equivalent to RAID 5 but we have the ability to expand the volumes automatically if we go up in drive size. Without X-RAID, you are resigned to sticking with the drive size you started with,” noted Meyer.

Quiet, Easy to Use and Environmentally Friendly

The three additional reasons why Edith Meyer chose ReadyNAS NV+ were ease-of-use, low noise and low power consumption. ReadyNAS NV+ can be configured with minimal effort. The setup wizard takes you through deployment very quickly —explaining your options as you go—and the easy web browser interface makes managing it a snap. Additionally, ReadyNAS has built-in system monitoring and email alerts. These auto-alerts give you the peace of mind that if something goes wrong, you will be notified immediately.

With regards to noise and power consumption, Edith Meyer was happy to learn that ReadyNAS operates very quietly and when placed in their quiet office, the hum of the cooling fan is barely noticeable.

“We needed something very quiet because our office is in our home. We were pleasantly surprised by its cool industrial design and its tiny chassis—it stands only a few inches taller than the coffee cup on my desk,” says Meyer.

ReadyNAS also includes a power-saving mode that allows you to schedule the startup and shutdown of the appliance; delivering conservation to our environmentally-conscious customers.

“That’s something we are really happy about – the automatic timer for powering on and off. It powers itself up at eight in the morning and powers down at eleven in the evening. It prevents the wear and tear on the drives and also saves energy.”

We are passionate about delivering a steadfast NAS solution. Delivering it to unique and creative small businesses like Edith Meyer is just the icing on the cake.

Summary

Edith Meyer Wedding Cakes knew they wanted a Network Attached Storage appliance to centrally store and safeguard the valuable data of their growing business. After carefully evaluating all of the solutions that fit their small budget, they chose ReadyNAS NV+ for its combination of a simplified set up, automated RAID management, and energy efficiency. Additionally, because Edith Meyer is running X-RAID, they can increase their storage capacity by changing to higher-capacity drives as their data grows. The expandability of X-RAID will manage the details for them while maintaining the integrity of the data. With the help of an award-winning business tool like ReadyNAS, Edith Meyer can focus on crafting her own award-winning creations.

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