



CASE STUDY

## Rosetta Stone Finds the Key to Unlock IT Versatility

Actifio's Data Virtualization Platform Supports Rapid Application Development, Improved Productivity, Cloud Transitions, Business Continuity and Disaster Recovery

### Summary

Rosetta Stone business was shifting to a SaaS model. IT had become responsible for delivery of language and reading products and their technology approach needed to change. Using Actifio data virtualization, they recast their development systems to build higher quality applications faster. They have enabled an enterprise hybrid cloud for comprehensive data protection and disaster recovery from a single platform. And they've achieved increased speed, cost reductions, and uptime reliability on a global scale.

"Actifio has been an enormous plus for us."

-MARK MOSELEY, VICE PRESIDENT OF IT, ROSETTA STONE

### Organization Overview

Rosetta Stone (NYSE: RST) pioneered the use of interactive software to accelerate language learning. The company's innovative, personalized language and reading programs



### Key Facts

**WHO:** Rosetta Stone, a provider of language and reading software.

**CHALLENGES:** Shift from physical delivery to SaaS. Adjusting IT to new models of BC/DR, development/test, infrastructure, and cloud .

**IT ENVIRONMENT:** Mixed legacy and varied acquisitions infrastructure .

**SOLUTION:** Established Actifio as their core platform for data virtualization, BC, DR, rapid access to development and QA data and support for cloud data movement.

**BENEFITS:** \$738,000 projected three year TCO savings, with 111% positive ROI impact. Simplified data center consolidation with reduced downtime and reliable BC/DR.

are used globally by millions of individual learners and in thousands of schools, businesses, and government organizations. Cloud-based programs support learning online and on mobile devices. In addition to language learning, Rosetta Stone helps develop reading skills and provides personalized brain training programs.

## The Challenge

Rosetta Stone was shifting business focus from individual consumers to growing opportunities in higher education, K-12, and with corporate learners. They were also moving away from selling physical CD packages to an on-demand SaaS based subscription business. That meant a substantial shift in how their products and services would be delivered. It meant changing how product and sales teams were structured. It meant that IT was now responsible for product delivery.

The shift to SaaS-based delivery changed Rosetta Stone's approach to technology and talent. Acquisitions and new locations were expanding their global presence and with it the requirements of a remote workforce. IT had to provide the capabilities to access business systems and work from anywhere at any time. And IT had to be ready for shifting customer patterns such as the large number of K-12 clients that register and download in August to be ready for back-to-school. Global business expansion and a more mobile customer base needed easy access to applications from smartphones while traveling in the Americas, Europe or Asia. In all of this, customer satisfaction demanded that systems function 100% of the time.

While SaaS meant Rosetta Stone needed a new approach to IT, they also needed to absorb and integrate a more heterogeneous infrastructure after multiple acquisitions. They needed to operate across multiple cloud providers and mixed in-house environments, especially home-grown legacy systems. They needed to rethink Disaster Recovery (DR) and Business Continuity (BC) plans. They needed new sites to be up and running quickly. They needed to become platform agnostic.

## Measuring Success

Several key factors would define success for Rosetta Stone's IT transformation, starting with customer satisfaction. It was now IT's mission to make the business run. That required speed and 100% reliable uptime performance, on premise or in the cloud. It required expense reductions, careful cost controls, speed and versatility in support of development and test, BC and DR. Also, whatever choices they made needed to incorporate flexible options to preserve investments that would accommodate a future not yet fully known.

## The Solution

As Rosetta Stone examined alternatives, the potential for Actifio-based data virtualization became clear. Rosetta Stone saw an opportunity to address multiple pain points – storage, backup, BC/DR, excess copy data, and rapid cloning for development and QA environments. Actifio also promised the flexibility they needed to support their changing organization as they made the transition from CDs to SaaS and to the cloud.

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"Actifio handles our legacy systems on-site and also works well with cloud platforms that range from AWS and Azure to Google and beyond. It enables us to shift workloads easily into the cloud or move data sets to other parts of the world as we increase or adapt our use of cloud platforms. It gets us up and running very quickly, and it's wholly infrastructure/technology agnostic. That preserves our flexibility and leverages investments we've already made."

—MARK MOSELEY,  
VICE PRESIDENT OF IT, ROSETTA STONE

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Actifio provides Rosetta Stone with both the flexibility and the lower cost they wanted. Copy data is eliminated, and storage costs are reduced with projected TCO savings of \$738,000 over three years. Development cycles are shorter, and Actifio helps get development environments up and running in a matter of a few days or less. QA teams have faster access to production datasets to keep their environments up and running efficiently. Development and system admin teams have been freed up to spend more time contributing to priority projects.

Rosetta Stone also has an easier capability to take advantage of cloud services. As requirements change, they're ready and flexible, able to change as needs change or if a provider doesn't work out. "It's about looking to the future and wanting the flexibility to utilize the cloud for DR and BC. Actifio has some really exciting features there," said Moseley.

## In the Words of the Customer

“We chose Actifio for the breadth of capabilities, including copy data virtualization and rapid creation of production data sets for development and QA. That is huge for us. It gives us the ability to reliably backup and restore while simplifying our backup and restore environments. It provides us the opportunity to be much more hardware agnostic than we have ever been, to take advantage of technology innovations. In the past, we were tied to a single storage provider, locked in. It was cost prohibitive to move away. Now Actifio has separated data from our storage infrastructure and it allows us to consider options more broadly than in the past.”

“Part of what we get from our Actifio investment is the flexibility to change. We’ve had problems with some cloud providers and endured long service outages. With Actifio our business continuity plan is solid. We can easily test it. And we can dynamically move workloads off-site and, if needed, pull them back.”

“The Actifio investment has been huge for us. There are so many things that we are already doing with it and much more will be added. We are putting time into it, and we are gaining a lot in terms of time and expense saved in backups, restore and application development. We can bring up new environments quickly and are creating scripts that will make that even faster.”

“If we get our development environment in two hours vs. two days, we could measure success in the cost of developer’s

time. But the real benefit is so much more than just fast. There’s improved quality, speed to market, and getting a patch tomorrow rather than waiting ‘til Friday is another way to support customer satisfaction.”

– Mark Moseley, Vice President of IT, Rosetta Stone

## Immediate Benefits

### Savings

- Projected three year TCO savings \$738,000
- 111% positive three-year ROI impact

### Development & Test

The Rosetta Stone development and test environments are providing Dev/QA teams accelerated access to high-fidelity production data. They are experiencing faster application cycle times and zero-downtime application releases. Virtualized data has reduced costs for hardware, software & licensing for internal application test and development environments.

### Backup, Disaster Recovery, Business Continuity, and Failover Testing

Rosetta Stone is using Actifio to create a robust and reliable set of data protection, BC & DR capabilities. With a new simplified data center consolidation, they have the flexibility to take advantage of cloud-based DR without huge infrastructure investments. It can all be reliably demonstrated and tested to assure uptime SLAs and customer satisfaction.