



Blinkbox Moves to the Cloud and Saves Millions of Dollars with Barracuda CloudGen WAF for Azure



Summary

- Movie streaming business
- 1,000,000 movie and TV customers (users)
- 20,000 movies and TV episodes available online

Challenges

- Backing up 1 PB of data safely and securely is logistically challenging
- Current solution meant waiting for weeks to receive additional web encoding servers
- New solution required the additional security needed to keep customer data safe and maintain levels of customer experience

Solutions

Barracuda CloudGen WAF for Azure

Results

- Automation of new threat blockers
- Little additional training required
- Engineer time saved, so can be spent on improving customer experience
- Cost effective solution
- Estimated to save millions of pounds because of Microsoft Azure and Barracuda CloudGen WAF

Next-generation Dynamic Platform Promotes and Enhances Future Growth

Founded in 2006 and acquired by Tesco in 2011, Blinkbox has been described as “the best UK movie streaming service around.”¹ Customers can now use Blinkbox to watch the latest blockbuster movies and TV shows without the need for a subscription. With a library of over 20,000 movies and TV episodes, Blinkbox needed an enterprise-sized data center that offered high security, flexibility, and that ran as fast as possible.

Delivering an application that is scalable and secure, while providing a great customer experience can be challenging. As Blinkbox grew and expanded, the reliability and security of its IT infrastructure became increasingly critical to the successful running of the business.

The challenge for Blinkbox is that its application must always be available—there’s no room for error. It is constantly growing and evolving; both the number of users accessing the service, and the number of titles that are available for customers to choose from. Application downtime is simply not an option. An important requirement is that the application must be secure in order to maintain the high degree of customer confidence in the Blinkbox service.

Finding the Right Solution

Sarju Mashru, principal IT operations engineer lead at Blinkbox, commented: “For Blinkbox, the application is our business. It has to be available, secure, and provide a seamless user experience.”

Blinkbox began its application overhaul in 2012, when it was introduced to Microsoft Azure’s Infrastructure-as-a-Service (IaaS) offerings, which suited the company’s needs perfectly. With security being a top concern for Blinkbox when considering moving its data to the cloud, the Barracuda Web Application Firewall integration played a significant role in the decision-making process. The exclusive strategic relationship between Barracuda and Microsoft Azure enables organizations to secure their cloud applications with the same high levels of protection used in the most security conscious on-premises data centers. With this in mind, it was an easy decision for Blinkbox to migrate its data storage, encoding, web-servers and all of its applications to the Microsoft Azure cloud, protected by the Barracuda CloudGen WAF .

Maximum Security and a Next-Generation Platform

The Microsoft Azure cloud has the Barracuda CloudGen WAF integrated for total application security, with no need to learn, configure or manage complex technology. The combination of the Barracuda CloudGen WAF and Microsoft Azure provides Blinkbox with a platform to both deliver a superior solution to its customers today, and to dynamically respond to customer needs in the future. This can now be delivered in a very cost effective way, saving Blinkbox millions of dollars.

About Barracuda Security Solutions in Microsoft Azure Marketplace

Barracuda security solutions are engineered for Azure, and allow you to fully leverage the power of the cloud. Barracuda is a Gold Application Development Partner and is Microsoft Azure certified, which means solutions are well designed and pre-qualified by Microsoft. As part of the shared security responsibility model, Barracuda products complement existing Azure services by providing a comprehensive security architecture, as well as a more seamless experience across your cloud and on-premises environments—all while providing enhanced security against cyberattacks and advanced threats.

Reflecting on the services that Blinkbox is able to offer its customers as a result of utilising Microsoft Azure and Barracuda CloudGen WAF, Mashru said: “The physical data centre model no longer works for a company like ours. Microsoft Azure and the Barracuda CloudGen WAF provide everything that a dynamic company like ours requires”.

He continued, “Security is an important priority for us. With additional, essential layers of security such as the Barracuda CloudGen WAF, we are able to operate a secure environment. The Barracuda CloudGen WAF provides us with the full physical data center load balancer and CloudGen WAF functionality in the cloud, which is essential for an enterprise like ours to maintain our online presence.”

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Sarju Mashru

Principal IT operations engineer

Blinkbox

The Barracuda CloudGen WAF provides an extra layer of fine-grained security, which allows the Blinkbox engineers to closely monitor traffic profiles and automatically mitigate unusual behavior and attacks.

“The rollout went very well. As with Microsoft, the support from Barracuda has been excellent and the technical staff members are extremely knowledgeable. We haven’t had to spend hours configuring and tuning, freeing up our time to improve our customers’ experience.”

Mashru continued, “For us, a key element of moving to the cloud has been the dynamic nature in which we can scale up or down, synchronizing with customer demand. Our engineers have now been freed up to concentrate on optimization, performance, and automation”.

The move to the cloud is expected to save Blinkbox millions of dollars over the coming years. The reliability and vigilance of the Barracuda CloudGen WAF is a key component of this success.

¹By The Gadget Show

About Barracuda Networks

Barracuda simplifies IT with cloud-enabled solutions that empower customers to protect their networks, applications and data regardless of where they reside. These powerful, easy-to-use and affordable solutions are trusted by more than 150,000 organizations worldwide and are delivered in appliance, virtual appliance, cloud and hybrid deployments. Barracuda’s customer-centric business model focuses on delivering high-value, subscription-based IT solutions that provide end-to-end network and data security. For additional information, please visit barracuda.com.

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