



# Bridgestone Chooses ExaGrid and Veeam for Virtualization; Realizes 79% Backup Window Reduction

CUSTOMER SUCCESS STORY



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**Corey Johnson**  
Technology Analyst

## Key Benefits:

- Bridgestone’s backup windows have been reduced by 30%
- ‘Outstanding’ ExaGrid support checks in regularly, assists with updates
- ExaGrid-Veeam solution back up Bridgestone’s data at ‘fantastic speed’

## Customer Overview

Nashville, Tennessee-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world’s largest tire and rubber company. BATO develops, manufactures and markets Bridgestone, Firestone, and associate brand tires.

## Time for an Update

Corey Johnson, a technology analyst at Bridgestone’s Aiken PSR plant in South Carolina, had been backing up the company’s data to tape using Quantum and had felt that the solution was outdated. “We were working with old hardware and older, outdated software and it was time for us to look into a more efficient backup system for our file server backups.” Johnson looked into other solutions that would help the environment “get with the times.”

Johnson looked at other Quantum products and at Dell EMC Data Domain. He was impressed after a proof of concept pilot with ExaGrid and decided to completely overhaul his environment, which included virtualization. Johnson replaced Quantum with an ExaGrid system and initially added new backup applications—Veritas Backup Exec for physical servers and Veeam for virtual servers. Over the years, Johnson has continued to virtualize the backup environment, and now uses Veeam exclusively to back up data to the ExaGrid system.

“We felt that ExaGrid was the best system for us as far as its performance and its scalability, and its data deduplication was also a major factor. We updated our hardware and moved toward virtualizing the environment, and took some advice from some of the other Bridgestone plants by updating our backup application to Veeam—and it just all fell together,” said Johnson.

The combination of ExaGrid’s and Veeam’s industry-leading virtual server data protection solutions allows customers



to utilize Veeam Backup & Replication in VMware, vSphere, and Microsoft Hyper-V virtual environments on ExaGrid’s disk-based backup system. This combination provides fast backups and efficient data storage as well as replication to an offsite location for disaster recovery. ExaGrid fully leverages Veeam’s built-in backup-to-disk capabilities, and ExaGrid’s Adaptive Deduplication provides additional data and cost reduction over standard disk solutions. Customers can use Veeam Backup & Replication’s built-in source-side deduplication in concert with ExaGrid’s disk-based backup system with adaptive deduplication to further shrink backups.

## Backing Up Data at ‘Fantastic Speed’

Johnson backs up data at Bridgestone’s Aiken PSR plant in daily incrementals and weekly fulls. He is impressed with ExaGrid’s ingest rate. “We’re backing up several sets of data in daily incrementals. We do incrementals every three hours, and they take 24 minutes each, and the backup window for our weekly full has been reduced from 19.5 hours to 4 hours. The speed at which the data is backed up is fantastic!”



ExaGrid writes backups directly to a disk Landing Zone, avoiding inline processing and ensuring the highest possible backup performance, which results in the shortest backup window.

Adaptive Deduplication performs data deduplication and replication in parallel with backups while providing full system resources to the backups for the shortest backup window. Available system cycles are utilized to perform deduplication and offsite replication for an optimal recovery point at the disaster recovery site. Once complete, the onsite data is protected and immediately available in its full undeduplicated form for fast restores, VM Instant Recoveries, and tape copies while the offsite data is ready for disaster recovery.

## 'Amazing' Deduplication

"ExaGrid's deduplication with Veeam is amazing—the deduplication packs backups up in a box and puts them in a closet, and if you ever need to retrieve that backed up data, the system goes and gets it out of that closet and brings it out to you. It's great how much retention space is made available. It's a much better system compared to what we were using before," said Johnson.

Veeam uses the information from VMware and Hyper-V and provides deduplication on a "per-job" basis, finding the matching areas of all the virtual disks within a backup job and using metadata to reduce the overall footprint of the backup data. Veeam also has a "dedupe friendly" compression setting which further reduces the size of the Veeam backups in a way that allows the ExaGrid system to achieve further deduplication. This approach typically achieves a 2:1 deduplication ratio. ExaGrid will achieve up to 5:1 additional deduplication rate. The result is a combined Veeam and ExaGrid deduplication rate of upwards to 10:1, which greatly reduces the amount of disk storage required.

## About ExaGrid

ExaGrid provides intelligent hyperconverged storage for backup with a unique landing zone and scale-out architecture. The landing zone enables the fastest backups, restores, and instant VM recoveries. The scale-out architecture includes full appliances in a scalable system and ensures a fixed-length backup window as data grows, eliminating expensive and disruptive forklift upgrades. Learn more at [www.exagrid.com](http://www.exagrid.com).

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## 'Outstanding' Support for Scalable ExaGrid System

Johnson is looking into scaling out the ExaGrid system. He feels confident that ExaGrid's team will help install the right appliance to optimize his current environment. All of ExaGrid's appliances contain not just disk but also processing power, memory, and bandwidth. When the system needs to expand, additional appliances are simply attached to the existing system. This type of configuration allows the system to maintain all the aspects of performance as the amount of data grows, with customers paying for what they need when they need it. In addition, as new ExaGrid appliances are added to the existing system, ExaGrid automatically load balances available capacity, maintaining a virtual pool of storage that is shared across the system.

"During installation of our ExaGrid system, the support team helped us every step of the way. It was seamless! Overall, my support engineer has been an outstanding help. He checks in regularly to see if the backups are working well, and to assist with firmware upgrades. He's followed up daily when we have had to work through issues and he has been an extreme help in getting our backups to where they need to be," said Johnson. "A lot of support engineers from other vendors are hit or miss – they are hard to get hold of, don't understand my problem or environment, or they may be located offshore – but there hasn't been a time that I have reached out to my ExaGrid support engineer without receiving a quick response. He's been awesome."

The ExaGrid system was designed to be easy to set up and maintain, and ExaGrid's industry-leading customer support team is staffed by trained, in-house level 2 engineers who are assigned to individual accounts. The system is fully supported, and was designed and manufactured for maximum uptime with redundant, hot-swappable components.



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