

# Catalina Marketing Gets Rid of Tape and Chooses ExaGrid for Improved Disaster Recovery

CUSTOMER SUCCESS STORY



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Ivan Feo  
Associate Engineer  
Catalina Marketing

## Key Benefits:

- Backups that used to take a week take less than ten hours
- Restores that used to take a day or more are now done in just minutes
- GRID architecture provides 'smooth' upgrade path
- 'Fantastic' customer support

## Customer Overview

Catalina Marketing helps manufacturers and retailers deliver unprecedented performance. With proprietary and integrated in- and out-of-store marketing platforms, Catalina enables brand stewards to deliver the right message to the right audience in the right environment. Catalina leverages the world's largest, transaction-level, shopper-data warehouse to develop, deliver, and measure shopper and patient-driven engagements with approximately 90M households and 130M patients annually. Catalina is based in St. Petersburg, Florida and has operations in the US, Europe, and Japan.

## Slow Backup Jobs, Tape Management Issues Led to Backup Modernization

Catalina Marketing's IT department found itself outside its backup window and was spending way too much time on tape management and maintenance problems.

"Our backup jobs were running way too long, and we were constantly cleaning tape drives, switching tapes out, and troubleshooting failed backup jobs," said Ivan Feo, associate engineer at Catalina Marketing. "We decided the time was right to modernize our backup infrastructure and began looking at disk-based backup solutions. We believed the disk-based approach would deliver the speed and efficiency we were looking for."

## ExaGrid System Improves Disaster Recovery, Speeds Backups

After looking at several different solutions, Catalina Marketing chose an ExaGrid disk-based backup solution with data deduplication. The three-site ExaGrid system works along with EMC NetWorker to back up and protect data from the company's corporate datacenter in St. Petersburg, Florida and from other sites in Orlando, Florida and Japan. Data is replicated among sites for disaster recovery.

Feo noted that since installing the ExaGrid system, backup times are significantly faster.

"It used to take a week to back up our shared directories, but now we can complete the job in less than ten hours," he said. "Restoring data is much faster and more efficient with the ExaGrid system. Our tapes were stored offsite, so by the time we called back the right tape and searched for the correct data, it could take a day or more to recover a file. Now, we can restore files in minutes."

## Data Deduplication Ratios as High as 37:1

Feo said that ExaGrid's data deduplication technology helps to reduce the amount of data stored on the system, ensuring that retention is maximized.

"We've been impressed with the ExaGrid system's data deduplication results," he said. "We back up a large amount of business-critical corporate resources on both physical and virtual machines, and the ExaGrid system does a great job at reducing our stored data. We're seeing data deduplication ratios as high as 37:1 on our Linux systems."

ExaGrid combines standard compression along with zone-level data deduplication, which stores changes from backup to



backup instead of storing full file copies. This unique approach reduces the disk space required by a range of 10:1 to 50:1 or more, delivering unparalleled cost savings and performance.

ExaGrid delivers extremely fast backup performance because data is written directly to disk, and data deduplication is performed post process after the data is stored to reduce data. When a second site is used, the cost savings are even greater because ExaGrid's zone-level data deduplication technology moves only the changes from backup to backup, requiring minimal WAN bandwidth.

## Fast Installation, Superior Customer Support

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 engineers who are dedicated to individual accounts. The system is fully supported and was designed and manufactured for maximum uptime with redundant, hot-swappable components.

According to Feo, "The ExaGrid system is easy to install, upgrade, and manage. I have done installs and upgrades myself, but I have an extra level of comfort just knowing that our ExaGrid support engineer is available if I have any issues."

"ExaGrid's customer support is fantastic. The fact that our support engineer is an experienced, in-house employee and easy to reach is a BIG plus. Whenever I have a question, I can call him and, if needed, he will remote into the system, look around, and quickly resolve any issue," he said.

## GRID Architecture Ensures Flexible Upgrade Path

Since the initial installation, Catalina Marketing has expanded the ExaGrid system, adding additional units to handle more data.

ExaGrid uses a GRID-based configuration, where each appliance contains processing power, memory, bandwidth, and disk. When the system needs to expand, additional appliance nodes are attached to the GRID, bringing with them additional processing power, memory, bandwidth, and disk. This type of configuration allows the system to maintain all the aspects of performance as the amount of data grows, and processing power, memory and bandwidth are paid for only as needed. In addition, as new ExaGrid appliance nodes are added to the GRID, the ExaGrid automatically load balances available capacity, maintaining a virtual pool of storage that is shared across the GRID.

"ExaGrid's GRID architecture has given us a smooth upgrade path and enabled us to grow the system to accommodate more data and improve our disaster recovery worldwide," said Feo. "Upgrading or adding more units is a simple, straightforward process."

Feo said that having the ExaGrid system in place enables him to spend more time responding to the needs of his users and less time managing backups.

"The ExaGrid system has significantly improved the speed and reliability of our backup process, and improved our ability to recover information in a timely manner," he said. "It's also easy to use, backed by fantastic customer support, and it works well with our backup application. We've been very happy with the ExaGrid system."

## ExaGrid and EMC NetWorker

EMC NetWorker provides a complete, flexible and integrated backup and recovery solution for Windows, NetWare, Linux and UNIX environments. For large datacenters or individual departments, EMC NetWorker protects and helps ensure the availability of all critical applications and data. It features the highest levels of hardware support for even the largest devices, innovative support for disk technologies, storage area network (SAN) and network attached storage (NAS) environments and reliable protection of enterprise class databases and messaging systems.

## Intelligent Data Protection

ExaGrid's turnkey disk-based backup system combines high quality disk drives with zone-level data deduplication, delivering a disk-based solution that is far more cost effective than simply backing up to straight disk. ExaGrid's zone-level data deduplication technology stores only the changes from backup to backup instead of storing full file copies, reducing the amount of disk needed by a range of 10:1 to 50:1 or more, resulting in a solution that is 25 to 30% the cost of backing up to straight disk.

The ExaGrid system is easy to install and use and works seamlessly with popular backup applications, so organizations can retain their investment in existing applications and processes. ExaGrid servers can be used at primary and secondary sites to supplement or eliminate offsite tapes with live data repositories for disaster recovery.

**For more information about ExaGrid, please visit us at [www.exagrid.com](http://www.exagrid.com) or call us at 1-800-868-6985.**