

Dynamic Marketing Streamlines Backups with ExaGrid

CUSTOMER SUCCESS STORY



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Alan Joskowicz
Information Technology
Manager
Dynamic Marketing, Inc.

Key Benefits:

- Data replication to offsite ExaGrid provides for disaster recovery
- Straightforward interface makes management simple
- Backup window reduced by 50%
- Files now restored in under 2 minutes versus 30 minutes from tape
- Less time managing backups

Customer Overview

Dynamic Marketing, Inc. (DMI) is a private New York-based co-op business founded in 1957. DMI purchases consumer electronics and appliances at wholesale prices and makes them available to members who then resell to end consumers through their own storefronts. This business model helps DMI's members compete with other "big box" appliance and electronics retailers in New York, New Jersey, and Connecticut.

Infrastructure Upgrade, Virtualization Lead to ExaGrid

Dynamic Marketing began to look for a new backup solution to replace tape after completing an infrastructure upgrade and virtualization initiative.

"We had been backing up to tape using VMware Data Recovery, and we wanted to move to a more robust backup application along with a disk-based system to reduce our reliance on tape," said Alan Joskowicz, information technology manager at DMI.

After choosing Veeam as its backup application, DMI looked to a trusted technology consultant for recommendations on disk-based targets. Ultimately, the company chose a two-site ExaGrid system to provide both primary backup and disaster recovery.

"We did some of our own research, but we were sold based on our consultant's strong recommendation, ExaGrid's tight integration with Veeam, and the fact that it would give us the ability to automatically replicate data offsite to a second system for disaster recovery," said Joskowicz.

DMI installed one system in its main datacenter in New York and is installing the second in its offsite location.

"I had a lot of sleepless nights before we had a good disaster recovery plan in place. Just knowing that we have all our data backed up and sent offsite is a huge benefit," he said.

Integration with Veeam Streamlines Management

Joskowicz said that the two products work well together, making day-to-day management and monitoring easy.

"We were immediately impressed with the seamless integration between Veeam and the ExaGrid system. I've worked with other backup tools in the past, and it's been a nightmare just getting through the screens. The layout of the management screens is very straightforward, which made getting up to speed simpler and faster, and ongoing management easier," he said.

Faster Backups and Restores, Improved Retention

Since installing the ExaGrid system, Joskowicz said that he spends far less time managing backups, and the company's backup times have been cut in half.

"Our backup times are so much faster now, but one of the biggest differences to me is in how much time I spend on management. Before, I'd spend one to two hours a week managing backups – and that was a good week. On a bad week, I could spend a day or two of my time managing tapes, swapping them out, troubleshooting failed backup jobs and moving them offsite for disaster recovery. Now, I might spend a half hour a week on backups in total," he said.

Restores are faster, as well. "The other thing that's nice is that restores are so

much faster. Even restoring a very small text file from tape could take nearly half an hour. With the ExaGrid, I can restore files in two to three minutes. Also, because ExaGrid's data deduplication technology reduces our data, so we're able to keep a lot of retention on the system," said Joskowicz.

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.

'Incredible' ExaGrid Phone Support

ExaGrid's industry-leading customer support team is staffed by trained, in-house 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.

"The ExaGrid system was easy to set up, and the phone support is incredible. Our support engineer helped us every step of the way during the installation, and he's continued to be a valuable resource for us. He's been very proactive and occasionally will remote into the system just to check things out and then call and offer advice on how to fine tune everything," said Joskowicz. "ExaGrid's support has been on par with some of the best support organizations in the industry."

Scalability Accommodates Future Growth

According to Joskowicz, scalability was one of the other factors in choosing the ExaGrid system.

"We're continuing to virtualize servers in our datacenter, and we're well aware that our backup data volume will continue to get larger," he said. "We're confident that we'll be able to grow the system along with our backup needs."

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 you are only paying for the amount of processing power, memory and bandwidth as you need it. 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.

"The combination of ExaGrid and Veeam has been powerful for us. We've been able to reduce our reliance on tape and improve disaster recovery while reducing the amount of time we spend on backups," he said.

ExaGrid and Veeam

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.

The ExaGrid system fully leverages Veeam Backup & Replication's built-in backup to disk capabilities and ExaGrid's zone-level data deduplication for additional data reduction (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 zone-level deduplication to further shrink backups.

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 or call us at 1-800-868-6985.