



# Canadian MSP Maximizes Backup Environment using ExaGrid, Passing Benefits onto its Customers

CUSTOMER SUCCESS STORY



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**Shawn Mears**  
CTO



## Key Benefits:

- Hudson Technology switches to ExaGrid for better deduplication
- After maximizing storage with ExaGrid, MSP offers customers longer retention at a lower cost
- ExaGrid SEC model enhances data security for Hudson Technology and its customers
- ExaGrid-Veeam solution provides faster backups and restores

## Customer Overview

Hudson Technology is a privately-held managed services provider based in Toronto, Ontario. Its talented team of experienced consultants and expert technicians have been providing clients with the highest quality in IT design and cloud storage innovations.

## Business Growth Leads to New Backup Solution

Hudson Technology offers managed cloud services to its customers, and as its business grew, so did its need to find a scalable storage solution. “Initially, we backed up to data to a storage-attached network (SAN), using Veeam,” said Shawn Mears, chief technology officer and cofounder of Hudson Technology. “As our business grew, so did our data, and we realized we needed a backup solution that offered better deduplication. We ended up looking into new solutions, especially after onboarding a customer that needed a large amount of data backed up – over 50TB,” he said.

Mears noticed that ExaGrid was listed as a storage target in Veeam’s console, and decided to research more about the backup storage system. After comparing ExaGrid with other backup solutions, he decided it would work best for Hudson Technology. “ExaGrid’s Landing Zone helped it stand out from other products on the market. Its integration with Veeam was also important to us, and we’ve seen that the two work very well together.”

The ExaGrid system is easy to install and use and works seamlessly with all of the most frequently used backup applications, so an organization can retain its investment in existing applications and processes.

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

## Better Deduplication Allows MSP to Pass Savings onto Customers

Since installing an ExaGrid system, Mears has been pleased with the enhanced data deduplication the system provides, which maximizes storage capacity. “ExaGrid’s deduplication results in cost savings on storage, allowing us to ‘right-size’ our pricing and pass the savings onto our customers. With the greater storage, we are also able to run more full backups, and feel more comfortable offering longer retention to customers,” he said.

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 is architected from the ground up to protect virtualized environments and provide deduplication as backups are taken. ExaGrid will achieve up to 5:1 additional deduplication rate. The net result is a combined Veeam and ExaGrid deduplication rate of upwards to 10:1, which greatly reduces the amount of disk storage required.

## ExaGrid Provides Enhanced Data Security

Hudson Technology backs up 90% of its customer data, as well as its own data, to the ExaGrid-Veeam solution. The company installed ExaGrid SEC model appliances with enterprise-class Self-Encrypting Drive (SED) technology, further enhancing data security with encryption at rest. All data on the disk drive is encrypted automatically without any action required by users. Encryption and authentication keys are never accessible to outside systems where they can be stolen. Unlike software-based encryption methods, SEDs typically have a better throughput rate, particularly during extensive read operations.

## ExaGrid’s Integration with Veeam Results in Faster Backups and Restores

Hudson Technology accommodates each customer with an SLA that fits their needs, in terms of recovery time objective (RTO) and recovery point objective (RPO), to offer business continuity and data protection. Mears has found that incremental backups are much faster using the ExaGrid-Veeam solution, and that data can be restored very quickly from ExaGrid’s Landing Zone, using Veeam.

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 deduplication and replication in parallel with backups while providing full system resources to the backups for the shortest backup window. ExaGrid has integrated the Veeam Data Mover so that backups are written Veeam-to-Veeam versus Veeam-to-CIFS, which provides a 30% increase in backup performance. ExaGrid is the only product on the market that offers this performance enhancement. Because ExaGrid has integrated the Veeam Data Mover, Veeam synthetic fulls can be created at a rate that is six times faster than any other solution.

ExaGrid and Veeam can instantly recover a VMware virtual machine by running it directly from the ExaGrid Landing Zone in the event that the primary storage VM becomes unavailable. Once the primary storage environment has been brought back to a working state, the VM running on the ExaGrid appliance can then be migrated to primary storage for continued operation.

## 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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