

# Jordan's Furniture Chooses Veeam and ExaGrid over EMC for Faster, More Efficient Backups and Recoveries

CUSTOMER SUCCESS STORY



"The combination of Veeam and ExaGrid is very powerful, it's cost-effective, and was designed specifically for the unique challenges of backing up virtualized environments. We've been extremely pleased with the solution."

**Ethan Peterson**  
Network Engineer

## Key Benefits:

- Tight Veeam-ExaGrid integration means that Jordan's can do synthetic fulls every night
- Veeam provides a "set-it-and-forget-it" experience that is very easy to use and administer
- Veeam's Instant VM Recovery has enabled Jordan's to thin out its environment
- ExaGrid's customer support delivers "consistently high" level of service to Jordan's
- "Painless" scalability has enabled Jordan's to easily expand its system to handle more data

## Customer Overview

Jordan's Furniture is a New England-based furniture retailer with six locations in Massachusetts, New Hampshire, and Rhode Island. Jordan's is a leader in combining entertainment and shopping, with each store offering a unique experience including IMAX 3D Theatres, Liquid Fireworks, Motion Odyssey Movie (MOM) rides, and full service restaurants.

The company was founded in the early 1900s and was sold to Berkshire Hathaway (NYSE: BRK-A) in late 1999. Jordan's Furniture currently employs over 1,000 people in its stores, 900,000 square foot distribution center, and headquarters in Taunton, Massachusetts.

## Need to Efficiently Back Up Virtualized Environment Led to Selection of Veeam and ExaGrid

Jordan's Furniture had virtualized the majority of its infrastructure over the past several years and, like many companies, was experiencing significant data growth. The retailer had been backing up its virtual infrastructure data using an EMC Avamar system, but ongoing capacity issues and the need for better disaster recovery led the company to look for a new solution designed specifically for virtualized environments.

Jordan's had been using ExaGrid to back up its physical servers running Solaris and, after looking again at EMC Avamar and EMC Data Domain, decided to expand its use of the ExaGrid system and also purchase Veeam® Backup & Replication™ to back up its virtual infrastructure. Today, the retailer is using Veeam for its virtual infrastructure and ExaGrid for its entire backup environment.

"We liked that Veeam and ExaGrid are tightly integrated. We chose Veeam because it was built for virtualized environments, enables extremely fast recoveries, and automates many of the tasks associated with deploying new VM backups. We had some experience with the ExaGrid system here in our environment and were impressed with its ability to quickly and efficiently replicate information between datacenters," said Ethan Peterson, network engineer at Jordan's Furniture. "The ExaGrid system was far more cost effective than the EMC offerings, and we liked its scalability and ease of use."



## Veeam-ExaGrid Combination Delivers Fast Backups and Recoveries

Peterson said that Jordan's chose Veeam for the company's virtual environment because it offers a "set-it-and-forget-it" experience that makes the solution easy to administer and also speeds backup and recovery times.

"Veeam and ExaGrid work together extremely well and deliver features designed specifically for virtualized environments, like a data mover that helps to make backups and recoveries faster and more efficient," said Peterson. "It's a very well integrated solution, and we're able to do synthetic full backups every night so backup times are minimized."

The ExaGrid-Veeam Accelerated Data Mover integrated with all ExaGrid appliances allows all Veeam backups, restores, and recoveries to complete faster. The Veeam backup server more efficiently interoperates with its own Veeam Data Mover using optimized Veeam communications versus the Common Internet File System (CIFS). In addition, the



entire synthetic full backup operation occurs on the ExaGrid appliance, eliminating the need to move data between the Veeam backup server and backup storage, which greatly reduces the time to complete a synthetic full backup.

## Two-site ExaGrid System Delivers Cost-effective Disaster Recovery

Jordan's Furniture now backs up data from its stores, distribution center, and headquarters to an ExaGrid system in its main data center and replicates it to a second system installed in a colocation center for disaster recovery. "Deploying a two-site ExaGrid system was more cost effective than the competing EMC products because we would have incurred additional licensing expenses," Peterson said. That's not the case with the ExaGrid system.

## Instant Recovery Provides Added Security

ExaGrid ensures the fastest possible backup window using its adaptive deduplication, which performs deduplication and replication in parallel with backups while providing full system resources to the backups. 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 unduplicated form for fast Veeam restores such as Instant VM Recovery™ and tape copies while the offsite data is ready for disaster recovery.

"Instant VM Recovery was a big selling point for us, and it's enabled us to thin out our environment," said Peterson. "In the past, we'd upgrade a server and leave the VM around in the event that we needed to restore it. Now, we're confident that we can quickly recover a VM from a backup at any point in time. It gives us extra security in the event that we delete something and need to get it back. We can recover a file from the ExaGrid system in a quarter of the time it took using EMC Avamar."

## Simple, Easy-to-Maintain Environment

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

## About ExaGrid

ExaGrid provides hyper-converged secondary storage (HCSS) 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).

"The ExaGrid system is far easier to maintain than our EMC Avamar solution, and it's supported by a great customer support team," Peterson said. "Companies often tout superior support, but you really don't know what you're getting until you need an answer on something. Our ExaGrid support engineer has been terrific from the start and has delivered a consistently high level of service to us."

## Scalability to Grow

When the system needs to expand, additional appliances are simply attached to the existing system, bringing with them not only additional disk but also processing power, memory, and bandwidth. This type of configuration allows the system to maintain all the aspects of performance as the amount of data grows. In addition, as new appliances are added to the system, it automatically load balances available capacity, maintaining a virtual pool of storage that is shared across the system.

"Because ExaGrid was so cost effective, we were able to purchase a system that was a lot bigger than we need today for our virtual infrastructure. However, we recently expanded our ExaGrid system to handle more capacity and we also added a system for disaster recovery. The process was painless," said Peterson.

## Veeam and ExaGrid Provide Superior Solution

Peterson said he would recommend the ExaGrid system to other organizations seeking a backup solution for virtual environments. "The combination of Veeam and ExaGrid is very powerful, it's cost-effective, and was designed specifically for the unique challenges of backing up virtualized environments. We've been extremely pleased with the solution."

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.

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