

ExaGrid and New Balance Focus on Top Performing Disk-Based Backup

CUSTOMER SUCCESS STORY



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Henry Li
Server Support Analyst

Key Benefits:

- Restores are faster than ever
- Backup window reduced by 20%
- Deduplication maximized disk space
- Far less time spent managing backups
- Painless scalability, 1 to 12 appliances
- Easy integration with Veritas NetBackup

Customer Overview

New Balance Athletic Shoe, Inc. (NB), best known as simply New Balance, is an American footwear manufacturer based in the Brighton neighborhood of Boston, Massachusetts. The company was founded in 1906 as the "New Balance Arch Support Company" and is one of the world's leading sports footwear manufacturers. Today, New Balance aids athletes in their pursuit of excellence, whether that means helping professional athletes set records and win medals, or propelling everyday athletes to achieve a new PR, run their first 5K, or just live a more healthy and active lifestyle.

Restores Win the Race

New Balance had been using tape combined with Symantec MSDP pool solution to back up and protect its data, but economic, restore, and scalability concerns put the company in a position to investigate another solution.

Since its decision to do a full replacement, New Balance has deployed 12 ExaGrid appliances and currently backs up between 80-100TB of data between their remote and DR sites around the country. "Restores matter the most. ExaGrid is fast and reliable – that's the key to a successful backup solution," said Henry Li, server support analyst at New Balance.

The ExaGrid system stores all daily and weekly backups, which are kept for 33 days. Tape is used for long-term retention, which is kept for 13 months (monthly backup) and 8 years (yearly backup). "ExaGrid is definitely faster than alternatives, because backups write directly to the landing zone, making restores very fast. That is something tape simply cannot compare with," said Li.

Fast Backups and Superior Deduplication Raise the Bar

New Balance is seeing an average dedupe ratio of 16:1. "We are storing a lot of data; we have close to 100TB and our data volume is growing fast. If ExaGrid's deduplication doesn't perform well, it doesn't matter how much storage we buy, we're going to run out," stated Li.



ExaGrid combines last backup compression along with data deduplication, which stores changes from backup to backup instead of storing full file copies.

ExaGrid has a unique landing zone where backups can land straight to disk without any inline processing. Backups are fast and the backup window is short. Deduplication and offsite replication occur in parallel with the backups. When a second site is used, the cost savings are even greater because ExaGrid's byte-level data deduplication technology moves only changes, requiring minimal WAN bandwidth.

Customer Support Plays Key Role

Li has been pleased with ExaGrid's unique customer support model, which is very much unlike his typical support experience with other products. "Customer support is very important to me. There have been times with other products that I've called support and the person who answers the phone typically doesn't know anything about my environment, which is very frustrating.

“With ExaGrid support, everything is easy and straightforward. They carry a bit of responsibility along with me. I always have someone to reach out to who has knowledge of the product as well as our environment, making my job that much easier in the IT datacenter,” said Li.

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.

ExaGrid and Veritas NetBackup

Veritas NetBackup delivers high performance data protection that scales to protect the largest UNIX, Windows, Linux and NetWare environments. With complete protection from remote office to center to vault, NetBackup offers a single console for all backup and recovery operations. Organizations using NetBackup can look to ExaGrid as an alternative to tape for nightly backups. ExaGrid sits behind existing backup applications, such as NetBackup, providing faster and more reliable backups and restores. In a network running NetBackup, using ExaGrid in place of a tape backup system is as easy as pointing existing backup jobs at a NAS share on the ExaGrid system. Backup jobs are sent directly from the backup application to the ExaGrid for onsite backup to disk.

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 patented zone-level deduplication reduces the disk space needed by a range of 10:1 to 50:1 by storing only the unique bytes across backups instead of redundant data.

Adaptive deduplication performs deduplication and replication in parallel with backups while providing full system resources to the backups for the shortest backup window. Adaptive deduplication delivers the fastest backups, and as data grows, only ExaGrid avoids expanding backup windows by adding full appliances to a scalable system. ExaGrid’s unique landing zone keeps a full copy of the most recent backup on disk, delivering the fastest restores, instant VM recovery, “Instant DR,” and fast tape copy. And, as data grows, ExaGrid saves up to 50% in total system costs compared to competitive solutions by avoiding costly “forklift” upgrades.

Architecture Provides Superior Scalability

ExaGrid’s scalable architecture will enable New Balance to continue to expand the system as its backup requirements grow. New Balance started with two ExaGrid appliances and has grown to 11 in the past couple of years in multiple locations. ExaGrid uses a highly scalable configuration, so when the system needs to expand, appliances are added 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 ExaGrid appliances are added, the ExaGrid automatically load balances available capacity, maintaining a virtual pool of storage that is shared across the system.

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.

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