



Pokémon Relies on ExaGrid to Accelerate Backups and Optimize RPO

CUSTOMER SUCCESS STORY



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Joshua Sasser
Systems Administrator

Customer Overview

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world.

Multi-site ExaGrid System Delivers Seamless Backups for VMs and Physical Server

Pokémon, a high-profile entertainment company with worldwide operations, relies on ExaGrid's disk-based backup system to back up and protect data in its US and London offices.

The company uses a combination of ExaGrid and Veeam Backup & Replication for its virtual infrastructure and Veritas Backup Exec for physical servers.

"The ExaGrid system works seamlessly with both backup applications," said Joshua Sasser, Systems Administrator for Pokémon. "Our environment is 98 percent virtualized, and I have found that there's a lot of value in using the combination of ExaGrid and Veeam. The two products are highly integrated, and it's fast and painless to recover files from the ExaGrid system using Veeam's Instant VM Recovery tool. It certainly makes my job easier."

Deduplication Reduces Amount of Data Stored to Minimize Footprint and Increase Storage Space

ExaGrid's effective data deduplication automatically reduces the amount of data stored to maximize storage space.

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. With ExaGrid disk-based backup appliances, backups are written directly to a disk landing zone, avoiding inline processing, and ensuring the highest possible backup performance resulting 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. 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 undeduplicated form for fast restores, VM Instant Recoveries and tape copies while the offsite data is ready for disaster recovery.

Superior Customer Support, Ideal for Colocation

The ExaGrid system was designed to be easy to set up and maintain, and ExaGrid's industry-leading customer support team

Key Benefits:

- System works 'seamlessly' with both Veeam and Veritas Backup Exec
- Easy interface makes the system easy to manage remotely and makes administering collocated backups simple
- Scalable configuration enables easy expansion of Pokémon's existing system as well as additional locations for replication and DR



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.

“Administering the ExaGrid system is simple and straightforward. There are enough configuration options in the management interface to manage things the way you want to, but not too many that it’s overwhelming,” Sasser said.

The ExaGrid system’s easy interface and superior customer support makes the system easy to manage remotely and it makes administering colocated backups simple.

“That’s where the ExaGrid system really shines. We can do almost everything we need to do with the ExaGrid system remotely, and it’s almost like it’s a managed service,” he said. “I’ve turned nearly all administrative and maintenance tasks for our colocated ExaGrid over to our customer support engineer and he just runs with it. I don’t have to stand over his shoulder and babysit – he just connects into the system and handles anything that comes up.”

Scalability to Grow

As Pokémon’s data continues to grow, ExaGrid’s scalability will make it easy to accommodate more data, both by expanding the existing systems and by extending the use of the systems to other locations.

“ExaGrid’s architecture will enable us to easily grow the system as our data grows, and we can add more appliances to the system to move other offices off tape and onto disk with ExaGrid,” Sasser said.

ExaGrid uses a scalable configuration, so when the system needs to expand, appliances are added to the primary 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 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.

“One of the things we’re looking at is expanding the use of the ExaGrid system to other locations and setting up a private cloud for data replication. Improving disaster recovery is definitely something we need to address in the future, and we see a lot of value in automating it with the ExaGrid system.”

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.

ExaGrid and Veritas Backup Exec

Veritas Backup Exec is the gold standard in Windows data recovery, providing cost-effective, high-performance, and certified disk-to-disk-to-tape backup and recovery—including continuous data protection for Microsoft Exchange, SQL, file servers, and workstations. It also supports single-drive libraries, encryption, and disaster recovery. High-performance agents and options provide fast, flexible, granular protection and recovery, and scalable management of local and remote server backups.

Organizations using Veritas Backup Exec can look to ExaGrid as an alternative to tape for nightly backups. ExaGrid sits behind existing backup applications, such as Veritas Backup Exec, providing faster and more reliable backups and restores. In a network running Veritas Backup Exec, 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.

United States: 350 Campus Drive | Marlborough, MA 01752 | (800) 868-6985

United Kingdom: 200 Brook Drive | Green Park, Reading, Berkshire RG2 6UB | +44 (0) 1189 497 051

Singapore: 1 Raffles Place, #20-61 | One Raffles Place Tower 2 | 048616 | +65 6808 5574



www.exagrid.com