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# VIRTUAL DATA MANAGEMENT

**How Organisations Are  
Realising The Benefits**

- Capacity reduction over current or other solutions – more than 70% reduction in snapshot data storage pool
- Simplicity of the solution has driven down the time spent by the team on data protection and restore by over 90%
- TCO was reduced by as much as 85% without including soft costs
- Reduced storage acquisition cost by over 80% by purchasing cost-effective storage for backup and DR data
- Bandwidth for replicating data to co-location site was reduced by 99% using deduplicated replication

RDK is a leading provider of high quality HVAC, Electrical, Plumbing, Telecommunication Data and Fire Protection engineering services and has been operating for over 100 years.

RDK's business growth correlates with tremendous data growth in the form of engineering diagrams, schematics, photographs and 3D models created for each of its clients' projects. The growing number of copies of data required costly and inefficient solutions to manage and protect this information. RDK selected Actifio's Protection and Availability Storage (PAS) solution to handle its data management and protection needs. This reduced RDK's data footprint dramatically, significantly reducing costs while enabling the company to meet backup and recovery time objectives.

### The Challenge

For RDK copy data was growing out of control and making fast recovery impossible:

- Replication was complex and cost prohibitive
- Maintenance and licensing costs were growing with the size of the data footprint
- Legacy approaches could not scale with the growing business
- Unacceptable levels of risk were added as more steps were required to manage data across platforms and application

### The Solution

RDK needed a solution that would not only satisfy its immediate requirements, but also scale without complexity as it continues to expand. Actifio enabled RDK to eliminate its backup windows while providing greater data availability and storage efficiency. It also helped to reduce RDK's TCO by reducing the number of software licenses needed to protect multiple sites, and enabling the company to double storage backup capacity through Actifio's built in data deduplication.

### The Business Benefits

RDK found that Actifio helped the company gain operational agility by consolidating many point solutions into one and by rebuilding how its distributed enterprise manages data copies for business continuity.

With fewer point solutions, RDK could reduce the number of backup software licenses by 85%. But more importantly, Actifio enabled RDK's IT team to be more responsive to outages while providing a greater level of service.

- Reduced TCO by 50% and doubled storage capacity with deduplication and no extra software licenses
- Capacity reduction over current or other solutions – more than 70% reduction in snapshot data storage pool
- Enabled SLA reporting and monitoring across entire enterprise to ensure IT availability and maximise productivity
- Reduced the cost of secondary storage hardware
- Created a roadmap for future DR projects based on Actifio solution
- No learning curve for new IT staff

With no backup windows and a dramatically reduced data footprint due to deduplication, RDK was able to radically simplify its data management processes and ensure its databases were available at all times.

“Actifio’s solution solved our immediate need for more efficient data protection and virtually eliminated the backup windows at all of our sites, but it also gave us a roadmap for how we’re going to manage data growth in the future.”

Stephen Reboulet  
Manager of IT, RDK Engineers

Cramer is a digital marketing and event solutions agency that focuses on helping the world's leading and emerging brands to win and retain loyal customers through online, personalised, integrated marketing programs and events.

Cramer's IT organisation needed to support a rapidly growing business requiring dynamic, collaborative data exchange, with rapid access to data, while ensuring that creative intellectual capital was preserved. Cramer adopted Actifio's Protection and Availability Storage (PAS) solution to simplify its data protection, disaster recovery and information availability operations.

### The Challenge

For Cramer, company data is its 'Crown Jewels' and needs to be protected forever. It was taking over a week to perform full backups and the potential loss of the company's intellectual property was a very real and significant risk.

The IT team lived in dread of a request to restore data. Such a process took so long that users did not care anymore and the restored data was often corrupt. User productivity was being impacted.

For Cramer, Disaster Recovery plans needed to be established to allow operational scale.

### The Solution

After reviewing the various options available on the market, Cramer opted to deploy Actifio's PAS solution for local data protection and disaster recovery. With the deployment of Actifio PAS, Cramer addressed all its local data requirements, including rapid restores for snapshot and optimised backup with integrated deduplication and compression.

### The Business Benefits

By the end of the day of deployment, Cramer's IT team was able to meet the business requirements for local data protection and information access:

- Cramer reduced the total cost of addressing data management by more than 75%
- Total capacity used for local data protection was reduced by 70%
- By leveraging the freedom to choose any device, Cramer cut down the cost of storage devices for secondary data by over 40%
- The single integrated solution for rapid recovery and operational recovery eliminated the licensing costs for individual point tools that had to be managed separately
- The overall consumption of tape has been reduced by more than 65% - no more daily and weekly tapes are required
- Simplicity of the solution has driven down the time spent by the team on data protection and restore by over 90%

The Actifio PAS solution has enabled Cramer to streamline its backup/restore and disaster recovery functions while radically reducing the total cost of ownership and making it possible for Cramer to meet its business information protection objectives.

The freedom to select any physical storage and/or cloud storage for backup data, with no impact to the business applications, leaves Cramer with unprecedented flexibility that is critical to the fast-moving and changing business environment in which it operates.

“Previously, it was scary for my team to see a request to restore data in the help desk queue. Now it's able to be restored in seconds and reliably, every time.”

Deanne Damato  
Director of IT, Cramer

Jones & Bartlett Learning is a world-leading provider of instructional, assessment and learning-performance management solutions for the secondary, post-secondary, and professional markets.

With the rapid growth in digital assets, Jones & Bartlett needed to move away from tape media for backup, and address their growing backup and restore windows, which left its data vulnerable to loss. Actifio delivered a single solution that dramatically reduced Jones & Bartlett's reliance on tape, eliminated backup and restore times, delivered disaster recovery to a co-location site and radically simplified operations.

### The Challenge

Backup and restore windows left Jones & Bartlett's critical assets, its data, vulnerable to operational and site failures. Weekly full backups began taking several days to complete and daily incremental backups needed more than a day to complete.

The traditional solution of deploying a deduplication backup-to-disk device did not address the backup and restore window issues, despite reducing tape usage and data replication solutions offered by storage vendors three times the allotted budget.

### The Solution

After reviewing tools from all of the major storage vendors, Jones & Bartlett selected Actifio to address its backup and restore operations, consolidate data management and to help drive down costs by 75%. Actifio enabled Jones & Bartlett to backup all physical and virtual machines, regardless of operating system and version while providing a highly flexible and easy to use solution.

### The Business Benefits

For the IT team of Jones & Bartlett, the simplification of application-centric data management with Service Level Agreements (SLA) for protection and recovery cut down the number of operational steps by more than 90% as protection and recovery needed no more than 3 clicks.

The Actifio solution not only addressed the critical operations needs of the IT team, but it also had a compelling financial impact:

- TCO was reduced by as much as 85% without including soft costs
- Overall tape consumption has been reduced by 65% and cost of managing the tape media for archive has been cut by more than 95%
- Budget originally solely purposed for disaster recovery was used to implement disaster recovery, backup/restore, and SLA management
- Reduced storage acquisition cost by over 80% by purchasing cost-effective storage for backup and DR data
- Bandwidth for replicating data to co-location site was reduced by 99% using deduplicated replication

With Actifio, Jones & Bartlett is able to protect data on both its virtual server environment and also physical servers hosting critical business applications. Implementing snapshot recovery has meant that the backup window is completely eliminated regardless of the data footprint, and the company can now instantly recover files and volumes with a simple mount, reducing recovery time from days to seconds.

“The best thing we got from Actifio was dramatically reduced backup windows, down to almost nothing.”

James Walsh  
VP of IT, Jones & Bartlett