Case Study

The Binding Site Upgrades from Tape Backup to Cloud-Based Data Protection Platform for Greater Efficiency and Cost Savings

- Global Specialist Protein company focused on the research development, and production of immunodiagnostic assays

- NetApp storage running VMware

- Centralized automated backup provides IT time savings, reliability and recovery assurance.

Binding Site
THE BINDING SITE

phoenix

SUMMARY

Specialist protein company The Binding Site Inc. had historically used tape-based backup solutions to protect the data at its UK location in Birmingham. As the company's central location for IT, the Birmingham office supported 605 employees using 120 mobile devices and 60-70 mobile clients. In 2011, the firm began to question the ability of tape backup to meet its needs for secure data retention and timely data recovery. The organization struggled with the inefficiencies of manual tape recovery and management, which required having to access tapes from inconvenient off-site locations. As the business grew, it quickly began to outpace the capacity of legacy tape technology. These reasons combined with the consultative support by Phoenix, a provider of hosting, Cloud, managed IT services and business continuity, led the move toward cloud backup services powered by Asigra.

CUSTOMER OVERVIEW

The Binding Site is a specialist protein company with offices across Europe (East & West) and North America with Birmingham, UK hosting IT operations. The company is committed to the research, development, manufacture, and distribution of innovative, immunodiagnostic assays for the global laboratory market. By utilizing its specialized expertise in antibody specificity technology, The Binding Site gives clinicians and laboratory staff tools to significantly improve diagnosis and management of patients with specific cancers and immune disorders. In 2010, the company won The Queen's Award for Enterprise, highlighting the organization's accomplishments. Over the past decade, The Binding Site's IT estate in Birmingham, UK greatly expanded from a few windows servers to a large virtual environment running multiple applications that all require data to be protected and efficiently recovered. Based on this significant growth—combined with the high-cost and multiple inefficiencies of tape-based backup—The Binding Site sought a more economical and reliable backup and recovery system.

BUSINESS SITUATION

Prior to 2011, tape backup via Symantec Backup Exec 10 had been the primary data protection technology for The Binding Site's Windows server environment, which ran VMware and was supported by backend NetApp storage. However, with the need to protect 4TB of data, and data growth continuing to escalate approximately 25% per year, it became increasingly clear that The Binding Site's backup and recovery needs had surpassed the capabilities of tape. Tape management was both inefficient and expensive, requiring manual recovery, off-site storage, and incremental backups. Tapes stored offsite exposed critical data to potential loss and unauthorized access. Data recovery involved the retrieval of tapes from the offsite repository and required cumbersome search technology to identify the location of missing data. This process often required days or weeks, accelerating the need for a higher performing solution.

In response, The Binding Site worked with IT services provider, Phoenix, to deploy a cloud-based data recovery solution. Phoenix is an award winning UK-based disaster recovery and business continuity provider with 28 locations and 18 business continuity centres. The company provides end-to-end cloud backup and recovery services to help customers cut the time it takes to manage their business processes and infrastructure. By offering dramatically faster and more reliable recoveries, the new backup technology from Phoenix promised to free up stretched IT resources to support innovation to allow The Binding Site to compete more effectively in the marketplace.

> "As a research-based company, it is critical that our growing amount of data can be securely protected and efficiently recovered," said Ian Rocky, IT Manager, The Binding Site. "With our previous tape-based system, manual recovery was too time-consuming—incremental backups meant long backups. As our business grew, it simply outgrew the capacity of the tape technology, leading to our decision to replace it with Phoenix's data protection platform."

Asigra.

SOLUTION

Phoenix's cloud backup service was deployed in a hybrid configuration without agents across The Binding Site's NetApp Windows server environment, which ran VMware and was supported by backend NetApp storage. With The Binding Site currently implementing an Oracle real application clusters solution to provide a highly available environment for their IFS ERP system, the IT department also planned to back up its IFS system based on Windows and Oracle RAC using the Asigra-powered technology. The total amount of data protected was 4TB.

The solution delivered by Phoenix is powered by Asigra Cloud Backup™ software, the industry's leading cloud-based data recovery software with over one million installations worldwide. The software is built for efficient operation and easily integrates with public, private, and hybrid cloud architectures. Asigra's agentless software architecture provides for simple deployment and hands-free management whilst providing advanced features that include global deduplication, automated mass deployment, autonomic healing and validation restore capabilities. The Binding Site highlighted the following capabilities as key factors for selecting the solution:

- Support for both physical and virtualized IT environments
- High-performance offsite backup and recovery
- Long-term data recoverability to meet compliance mandates
- NIST FIPS 140-2 certified security with AES-256 encryption in-flight and at-rest

❝Like many data-intensive companies in a high growth phase, The Binding Site had understandable concerns about data security and retrieval using tape-based backup. Phoenix's cloud-based solution alleviated those concerns by helping to speed data recovery, allowing the company more day-to-day control over backup and related costs.❞

Chris Coulson, Data Services Product Manager, Phoenix

ENVIRONMENT

- Central location for all IT, supporting 605 staff, 120 mobile devices, and 60-70 mobile clients for mobile users
- NetApp Windows server environment running VMware and supported by backend NetApp storage
- 4TB of protected data
- IFS ERP System based on Windows & Oracle RAC
- Hybrid cloud backup deployment with both local and remote recovery capabilities.

ASIGRA CLOUD-BASED DATA RECOVERY DELIVERS

- Single integrated solution for all data protection needs
- Policy-based protection based on the user's IT environment and recovery requirement
- Optimization of IT resources for enhanced utilization
- Data encryption that secures data in-flight and at-rest
- High-performance data recovery compared to tape.

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RESULTS

Three years after deploying the cloud backup and recovery solution, the Binding Site gives Phoenix high marks for both efficiency and cost savings. Soon after implementation, The Binding Site noticed some immediate benefits, which included having the assurance that data was always easily accessible and available, the comforting knowledge that data was being replicated between Phoenix's data control centers, and the security that all data was now encrypted. Small data losses have occurred infrequently, and the cloud backup and recovery solution responded quickly and efficiently.

The Binding Site noted several advantages that the solution has brought to the organization—first and foremost is related to IT time savings, with manual handling of tape no longer required. The company also enjoyed more efficient integrated recoveries, and enhanced security of company data. Other benefits include local recoverability and control over the day-to-day backup and recovery of data, as Phoenix was able to integrate its existing data recovery services of ship-to-site hardware recovery into a fully managed recovery solution. Finally, testing the company's data recovery solution became much less complex with the agentless, disk-based platform, and by having both hardware and data with Phoenix. The solution provided the ability to have 12 simultaneous recovery streams rather than the previous single stream from tape. What's more, the agentless architecture means it's very easy to integrate new applications without extensive reconfiguration work, providing an additional long-term benefit.

"The Phoenix-Asigra solution has been able to grow as our company grows, offering ongoing improvements in efficiencies across backup and fast and efficient recovery of data. We've had no problems from our IT staff integrating this platform. New staff have joined and been able to hit the ground running with minimal training. Management of backup policies and procedures is a specific benefit when using Asigra."

Ian Rocky, IT Manager, The Binding Site

About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patented Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010.

More information on Asigra can be found at www.recoveryiseverything.com

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