

## Case Study Carlsberg Singapore Adopts Cloud Backup for Recovery Assurance



- World-renowned international beer brand
- Server, laptop, and desktop backup
- Public cloud deployment



## SUMMARY

Carlsberg beer may be “worth waiting for”, as their famous slogan claims, however Carlsberg’s Singapore IT Executive, Li Yong De, didn’t like to be kept waiting for his backups to finish. He wanted to make sure all the company’s important data was backed up promptly and continuously even when he was not around to take charge. Using tapes to back up a total of 68 laptops and desktops plus 11 servers every day took too long and was very tedious.

## CUSTOMER OVERVIEW

Carlsberg Singapore – carrying Denmark’s world-renowned international beer brand has more than sixty full time staff driving the sales, marketing, and promotional activities for the brand in the country. In Singapore, Carlsberg beer is recognized as the Number One imported premium beer brand and Number Two overall.

## BUSINESS SITUATION

A mix of SQL and Exchange databases and Finance files are what Yong De primarily backs up from key users; all of which are very essential to the company’s sales and marketing structure. Being the only person responsible for daily backups, tapes were left unloaded and backup momentarily stopped when he was busy attending to other areas of his job. What bothered him more were the recurring incidents when he tried to recover files — the tapes were either unreadable or the files could not be found. Yong De decided he didn’t want to keep taking the risk of losing critical data by backing up to tape, so he started his search for a data backup and recovery solution which is automated, manageable, requires less maintenance, and keeps their essential data intact, secure, and recoverable.

## SOLUTION

In July 2009, when Pantropic Online gave Carlsberg a comprehensive demonstration on how ATEGO’s offsite backup and recovery software works; they were greatly surprised with the technology and what it can do to speed up the entire backup and restore process and to help him manage multiple tasks. At that time, it was still very new and there weren’t a lot of similar solutions around.

Carlsberg told their Malaysian counterpart about the ATEGO technology and they were quite impressed because Carlsberg Singapore was the only office in South East Asia using ATEGO — an offsite backup.

## ASIGRA CLOUD-BASED DATA RECOVERY DELIVERS

- Single integrated agentless solution for all data protection needs
- Policy-based protection based on the user’s IT environment and recovery requirements
- Optimization of IT resources for enhanced utilization
- Data encryption that secures data in-flight and at-rest with full support of compliance requirements
- High-performance data recovery.

## CHALLENGES

- Lack of prompt and continuous data protection
- Overwhelming tape backup process
- Faulty tapes
- No security and assurance that files will be recoverable sales.

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“Ever since I used Asigra, I never had to look for anything else – because I already got everything I need.”

**Li Yong De, IT Executive  
Carlsberg Singapore**

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## RESULTS

After implementing ATEGO, Carlsberg felt more secure and unconcerned of the troubles they used to face with shuffling tapes. Yong De commended how fast ATEGO can backup and restore data with its extremely manageable features.

Since Carlsberg Singapore began using ATEGO, they never had to look for anything else because they already have everything they need.

Carlsberg had a tight budget to start with, but with ATEGO's capacity-based pricing model, they were able to start small. As the technology proved itself and budget was allocated for increased capacity, Carlsberg doubled up its backup capacity to protect more data.

## ABOUT PANTROPIC

Pantropic helps both large and small organizations in Singapore and the South East Asia to protect their critical data and keep their applications up and running by providing a suite of enterprise solutions and managed services. Pantropic owns and operates a highly successful cloud backup managed service, based on the Asigra platform, under its own brand name, ATEGO Cloud Backup.

## 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](http://www.recoveryiseverything.com)



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