

## Success Story:

Securstore Backup Service,  
Powered by Asigra Provides Cost  
Effective, Secure, Automated  
Backup for Remote Branch Offices.



### Iceland Seafood International Profile

- Iceland Seafood International (ISI) is a traditional marketing and sales company, offering good quality, speed and reliability
- ISI represents producers of fresh, frozen and salted seafood on international markets, with branches in Iceland, Britain, France, Germany, Lithuania, Poland, Greece, Canada, Italy and Spain
- The products are sold for value-added processing, to wholesalers, distributors, retail chains, restaurants and to parties who sell the products under their own brand names, such as Marks & Spencer, Tesco and Sainsbury's in the UK



## Overview

Iceland Seafood International (ISI), one of the largest food export and marketing organisations in a country that is one of the world's largest fish exporters, has teamed with Securstore, the Icelandic storage services provider, for managed backup and recovery services, which deploys Asigra's Cloud Backup™ and Recovery software.



## Multiple Geographic Locations Required A Modern Backup Solution

ISI has numerous offices located in ten countries and sells seafood products to UK retailers such as Marks & Spencer, Tesco and Sainsbury's. In order for the headquarters in Iceland to manage the business on a global scale, it is important that data generated in all of its satellite offices is protected.

ISI was previously using a tape-based backup service, which was not efficient or effective in its subsidiary office locations in the UK (Iceland Seafood UK) and Germany (Iceland Seafood Germany). The tape-based backup was "just about" manageable in the Iceland offices, but it was proving difficult to manage the tape backups on an international scale: tapes weren't being changed at the stipulated times; it was difficult to recover data from tapes located all over the world; and there was the additional concern of tapes potentially going missing.

## Securstore Managed Backup/ Recovery Services powered by Asigra Provides Cost Effective Backup Solution

ISI's multi-office corporate structure demanded a backup and restore service that respected remote data and ensured that it is protected to the same level as corporate data. ISI turned to Securstore to eliminate these problems with their Asigra agentless distributed backup software service, which does

not require tapes and allows a company with geographically dispersed offices to backup and recover data from a single location. Data protection is assured as encrypted data is backed up via disk over the WAN and stored offsite. Securstore's high-calibre services and Asigra Cloud Backup™ and Recovery software, guaranteed ISI successful and fast retrieval of any data they require from any office location around the globe. "Within minutes of starting the test phase of the Securstore service we realised the benefits distributed backup and recovery would provide us with, not just from a cost perspective, but also from a global business continuity perspective," said Runar Bjarnthorsson, IT Manager of Iceland Seafood International.

"We chose Securstore because their service eliminates the possibility of human error and allows us to protect our entire company's data from every global office location, which can all be managed from our headquarters in Iceland," continued Bjarnthorsson. "We saw very quickly from initial tests how much cost we could save with agentless software by paying for the amount of data stored and not for each machine that is backed up."

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### Runar Bjarnthorssons, IT Manager, Icelandic Seafood International

Through Securstore's IP Backup service, Asigra Cloud Backup and Recovery software provides ISI with an agentless backup/ recovery environment for the entire organisation, including information residing on desktops, laptops and servers. This allows ISI to protect every system on the network without the hassle of agent-based license fees, agent installation, agent-induced performance loss and annual agent upgrades. Whenever a new PC is added to the ISI network, there is no need for a backup agent to be installed, which is a complex and costly burden. ISI only pays for the total amount of compressed data stored.

Bjarnthorsson comments, "If we want to check that data was safely backed up on a certain date three months ago in the UK office, we can do this in a matter of minutes from our

desks here in Iceland. This saves not only time and cost in the IT departments, leaving them to concentrate on innovative IT projects, but also reassures us that our data is safe and recoverable on demand.”

“The centralised backup architecture of Asigra’s software enabled us to fulfil the primary requirement ISI had, which was to have central control of the backup on an International scale. Moreover, because the backup is now an automated process, this gives ISI peace of mind that there is little room for human error and that the data is stored offsite, ensuring ISI that the data is protected in the event of a disaster,” said Alexander Eiriksson, President of Securstore.

Securstore plans to implement a Disaster Recovery (DR) plan for ISI that will incorporate Asigra’s automated Bare Metal Restore (BMR), reducing business downtime with the capability to restore data to new machines at any location. Securstore also plans to provide ISI with the option of assigning which data is ‘critical’ and which data is ‘important’ by using Backup Lifecycle Management (BLM), a feature that manages data during all backing up and archiving processes during the life of the information. At each customer site, a single Asigra DS-Client discovers all servers,

desktops and laptops connected to the local network and automates the backup of all local data assets. Before the backup data set is transmitted to Securstore’s data centre, Asigra Cloud Backup and Recovery software analyses the data, finds new and changed file blocks, eliminates duplicate files and further compresses the residue bytes to ensure the backup set is as compact as possible. Strong “at-rest” and “in-flight” encryption ensures that third parties can never access or read the vaulted data. The encrypted data is sent over an IP-WAN connection to a centralised data vault, located in Securstore’s data centre, which consolidates the backup data from all distributed sites. Moreover, data backed up with Asigra integrates directly with third-party ILM solutions from the major storage vendors. As an additional level of data protection, Securstore replicates the data vault to a second secure backup site.

Asigra Cloud Backup supports a broad range of platforms, including Windows, Linux, Unix, Novell, AS/400 and Macintosh (to be released Q4 2005), and protects Oracle, SQL Server and Exchange Server data. Back-end DSSystem software runs on Solaris, Linux, MACINTOSH and Windows.

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## About Securstore

Established in 1991, Securstore is headquartered in the UK and protects companies of all sectors and sizes, from smaller businesses with gigabytes of data to larger enterprises with terabytes. Securstore’s Cloud Backup and Recovery Service is a unique alternative to traditional backup methods, replacing conventional tape-based systems with a fully-automated online solution. It provides centralised and automated backups of PCs, laptops, smartphones, file servers and application/database servers, therefore being able to protect complex and multi office environments. The service offers cutting edge technology such as agentless infrastructure, granular backup of emails and support for virtual environments. Customers can use up to 256 AES encryption; the solution itself is FIPS 140-2 certified and validated by the NIST; and it conforms to all other global security standards including SOX, HIPAA and DPA.

More information on Securstore can be found at [www.Securstore.com](http://www.Securstore.com)

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## 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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