
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
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.