

## Success Story:

### Kiddicare Eliminates Inadequacies of Tape Backup with Asigra Cloud Backup™ Solution



#### Kiddicare Profile

- Baby Equipment Retailer
- Located in the UK
- 10 Retail Locations
- Windows Servers, Hyper-V, and SQL Database

kiddicare  
BABY SPECIALIST

## Overview

Kiddicare (www.kiddicare.com), a baby equipment retailer in Britain owned by Morrisons, was faced with the challenge of having to backup multiple remote store locations using a legacy tape system whilst maintaining the ability to meet a restore Service Level Agreement of just four hours. The company relied on the Active 8 Cloud Backup™ service powered by Asigra to obtain an automated solution that would have the ability to easily set up a backup schedule and retention rules, to ensure compliance. As a result, Kiddicare has eliminated the need for tape backup and now has the speed of automated cloud recovery at their fingertips.

## Customer Overview

With their head office operation in Peterborough, Kiddicare is a national baby equipment retail giant in Britain, that was established in 1974. After the 2011 acquisition by Morrisons, a retail operation that merchandises and sells children's apparel, Kiddicare now operates ten retail stores nationwide, as well as online and mobile stores. Kiddicare offers a wide range of products including cots, buggies, prams, toys, and more.

Prior to their acquisition by Morrisons, Kiddicare was a small, privately owned company, with little need to look at cloud backup and recovery solutions. After the acquisition and opening of ten satellite stores across the UK, Kiddicare needed to find a more suitable solution to backup their data to the Peterborough office.

With additional retail locations adding substantial amounts of backup data and management complexity, the company realized that a tape-based backup solution would no longer support their needs. A change to a more efficient and automated solution was necessary to allow for the ability to manage data volumes effectively and set up a backup schedule with retention rules, was crucial, to eliminate the tedious backup and restore processes of their current tape solution.

## Business Situation

Kiddicare currently backs up data from local machines, shared systems and a data director that is installed at each of their ten retail locations. This data is critical to running the organization and access must be maintained to ensure continued business operations. Additionally, the data contains sensitive information, therefore, it must be stored and backed up securely to prevent unauthorized internal and external access. To that end, the liability of storing backup data locally became a security issue requiring a change in processes.

In terms of scalability, the increased volume of data that came with the addition of ten retail stores became more than Kiddicare's tape-backup system could handle. Recovery times were excessive and exceeding the four hour Service Level Agreement restore required by corporate mandate. Also, not being able to anticipate the growth caused by the Morrisons acquisition caused overages in IT support time – mainly driven by the painstaking management of tape backup across multiple locations.

## Environment

- Complex mixed operating environment with 10 retail locations throughout the UK to support, along with online and mobile shopping
- Windows Servers 2012
- Windows 2003 / 2008
- Hyper-V hosts the retail stores
- Three Virtual Machines backed up by Asigra
- SQL Database.

## Asigra Cloud-based Data Recovery Delivers

- Single integrated solution for all data protection needs
- Flexibility to protect data according to customer preferences
- More efficient use of storage and network resources
- Data encryption that secures data in-flight and at-rest
- Confidence that data can be restored and recovered.

## Key benefits of Asigra Cloud Backup for Kiddicare include

- Eliminating the need for tape
- Improving the reliability and speed of recovery
- Smarter use of IT resources
- Stronger safeguard for compliance
- Capability to leverage external cloud service providers for off-site data recovery.

Kiddicare sought to address its management and data growth challenges with a more user-friendly solution that would scale easily over time and provide peace of mind with data being securely sent offsite. Having been a customer of Active 8 IT for the past seven years following the installation of the company's virtual desktops, backup and recovery, and on-going migration to Office365, the company turned once again to Active 8 IT to enhance their backup infrastructure.

"We needed to find a suitable solution to backup the data from each retail location and transfer it to our Head Office in Peterborough, so we turned to Active 8 IT because of our long-standing personal relationship and their dedicated ability to provide quality IT services to our organization," said John Mack, IT Engineer, Kiddicare.

## Solution

Kiddicare restructured its backup environment with a cloud-based data recovery solution powered by Asigra to ensure the recovery of its business critical information. Active 8 IT was able to provide its cloud backup solution to meet the demands of Kiddicare's multi-platform distributed environment. Now, all of the company's data is automatically and regularly backed up and protected using the cloud-based recovery solution, in line with Morrisons expectations.

"The switch to a cloud backup solution has accomplished several business benefits. Not only has it eliminated our need for tape and the potential problems that come with that technology, but it has brought ease and speed to restoring the files that keep us running at Kiddicare," said Mack. "Cloud backup forms the source for our data recovery, which is crucial to ensuring business uptime for Kiddicare."

Cloud backup, recovery and restore software typically requires agents that are installed onto the host servers that a system

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**-John Mack, IT Engineer for Kiddicare.**

administrator wants to back up. The complexity of agent management is further complicated by the growing number of software packages that also require agents running on the same host servers, or what is also referred to as "agent pollution". Asigra Cloud Backup™ requires no agents, which inherently makes it easier to install and support than legacy backup and recovery solutions. The Asigra solution is delivered as a service by Active 8 IT, which also has their Head Office in Peterborough.

**"By supporting Kiddicare's IT department for specialised projects, we realized the benefits that Asigra Cloud Backup would provide Kiddicare with their expansion of data and retail locations. In addition to military-grade security and much simpler management, the cloud backup solution by Asigra accomplished our primary goal which was faster data recovery. This was key to Kiddicare and a primary benefit to our organization."**

**-Catherine Batley, Marketing Manager for Active 8 IT**

## Results

Since making the conversion, Kiddicare has been impressed with the dependable performance, reduced backup time requirements, and the ability to recover data off-site. Another advantage includes the fact that the performance of the server allows backups to take place throughout operating hours without impacting operations.

The Asigra solution ensures that all enterprise backup data is secured off-site, allowing Kiddicare to consolidate backup procedures for a significant improvement in staff utilization. The continuous and scheduled backup ensures reliable recovery and frees up valuable IT resources that would have otherwise been spent on tape shortcomings and allows those resources to refocus on more strategic operations.

"It's not about the backup, it's about the recovery," said Mack. "We've used a variety of backup systems in the past, but none have been as good as Asigra at solving multiple business and technology challenges simultaneously. We thank Active 8 IT for providing us with this amazing system."

For more information or to speak to a Recoverability Specialist call [416-736-8111 ext. 1462](tel:416-736-8111) or visit [www.asigra.com/resource-center](http://www.asigra.com/resource-center) for more information about Asigra Cloud Backup.

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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.recoveriseverything.com](http://www.recoveriseverything.com)

