

Case Study

Pernod Ricard Streamlines Approach to Cloud Backup & Disaster Recovery in EMEA



- Transforming an ad hoc approach into a single highly effective backup solution
- Critical systems and business data across the region are protected
- Pernod Ricard EMEA IT staff have full visibility of backups, 24/7, from anywhere in the world
- Project management allowed successful integration across 42 territories



Pernod Ricard



SUMMARY

Pernod Ricard is the world co-leader of the wines and spirits industry. Although it can trace its roots back to the 18th century, the company was created in 1975 in France through the link-up of two French anise-based spirits companies. Pernod Ricard has rapidly expanded over the past decade by acquiring companies like Allied Domecq and V&S Group which owns the Absolut Vodka brand, to build a large portfolio of international and local brands. It operates through affiliates in 80 countries and employs over 17,000 people. Driven by an entrepreneurial approach, Pernod Ricard continues to expand into new markets by remaining focused on value creation, innovation and a strong sense of ethics. This Pernod Ricard spirit is conveyed by the tagline ‘Créateurs de Convivialité.’

BUSINESS SITUATION

Pernod Ricard operates in 42 markets across Europe, the Middle East and Africa. In each of these markets Pernod Ricard has a network of I.T. systems incorporating email, ERP, CRM and Business Intelligence. The raw data contained within this network of systems is critical to the operation of Pernod Ricard in EMEA and therefore the way that it is protected is a vital component of the company’s business strategy.

For many years the Pernod Ricard operation in EMEA had a disjointed approach to backing up its data. Each market worked as a separate entity and had control over its own individual network. As a result there were a variety of different Backup and Disaster Recovery solutions in place. Pernod Ricard EMEA decided it was time to adopt a more streamlined and strategic approach.

Backup Technology (BTL) has a well-established Cloud Backup solution and reputation in the market place. It also has a substantial enterprise customer base. As a result Pernod Ricard chose BTL to carry out this major project to optimize all its backups throughout the region as well as provide a remote Disaster Recovery service. Entitled the ‘Pernod Ricard EMEA Backup and Disaster Recovery Project,’ it involved BTL implementing the Asigra Cloud Backup™ solution, an industry-leading software platform for online data backup, and transforming what had been an ad hoc approach into a single highly effective backup solution, whilst also establishing a Disaster Recovery solution with defined Recovery Time and Recovery Point objectives.

Once BTL was awarded the contract the roll-out to Pernod Ricard’s EMEA sites began. The first two locations chosen were the United Kingdom and Germany. Both countries had immediate

requirements for an online solution because of their larger data sizes and server numbers. They were also important because they would provide a good ‘proof of concept’ reference point for other Pernod Ricard offices in the region. The initial implementations proved a great success and further roll-outs soon began across EMEA. As a result of each location having different existing backup providers and solutions, BTL carried out the installations on-site as Pernod Ricard’s different contracts with its suppliers came to an end in each market. BTL ensured that the new solution was in place prior to the termination of those contracts, so Pernod Ricard was always protected.

“By providing a centralized and consistent backup and DR strategy and solution BTL has helped Pernod Ricard EMEA to substantially improve its ability to ensure all its business critical data is quickly and securely protected and stored offsite.”

**Simon Bennet, Informations Systems Director
Pernod Ricard**

SOLUTION

BTL’s solution provides many different layers of service to meet the requirements of each Pernod Ricard EMEA office. By implementing Asigra, BTL was able to provide a quickly deployable Cloud Backup product offering local backup for

LAN speed recovery of data; offsite backup for secure long term protection, with long backup history; as well as a complimentary Virtual Disaster Recovery Service. All backup monitoring is performed through BTL's own web portal, so all Pernod Ricard EMEA IT staff have full visibility of their backups, 24/7, from anywhere in the world. This combined solution provides a regimented backup and DR process across Pernod Ricard's EMEA region.

By providing a centralized and consistent backup and DR strategy and solution BTL has helped Pernod Ricard EMEA to substantially improve its ability to ensure all its business critical data is quickly and securely protected and stored offsite. BTL currently protects in excess of 350 TB of data for Pernod Ricard and offers Virtual DR services to each market, essentially securing in excess of 200 servers across Pernod Ricard EMEA. The BTL offering has become a one-stop-shop for Pernod Ricard EMEA in terms of backup and DR, allowing the IT staff to concentrate on the day-to-day running of the networks, knowing that BTL, through a combination of the Managed Service and Monitoring Portal, has their data protected and can be called at any time to assist with any level of data recovery.

The Pernod Ricard EMEA Backup and Disaster Recovery Project by BTL is a five year roll-out. Targets for each year have been met, with 75% of Pernod Ricard's EMEA offices set to be using the solution by the end of 2014. Many challenges have been presented across all levels of delivery, but this has not hindered the success or speed of roll-out. Examples of these challenges have varied from poor internet connection speeds in some locations; delivery of hardware through customs; and Operating System language barriers, e.g. French and Russian being utilized on Windows servers. By working closely with the Pernod Ricard EMEA I.T. team and senior management, BTL has recovered the servers in DR situations and tests and used its expertise to ensure that the roll-outs for each region have gone smoothly. The relationship between Pernod Ricard and BTL has given confidence to offices throughout the Pernod Ricard EMEA organization in Europe to implement the new Backup and DR solution without hesitation.

Pernod Ricard has had to invoke the DR solution a couple of times in a 'live' situation which has proven highly successful. Recovery of individual files, databases and emails happens on a regular basis. This not only quantifies the success but also illustrates how the combination of a number of technologies has led to a substantial improvement

“Having rolled out the BTL backup and disaster recovery solution, I now know that the critical systems and business data across the region are protected and there is a recovery solution which is tested each year. That's a great weight off my mind and allows me to focus on enhancing the sales and marketing systems which is where the key business opportunities lie.”

**Simon Bennet, Information Systems Director
Pernod Ricard**

ENVIRONMENT

- Widely distributed IT environment that supports nearly 600 system users
- Multiple file and email servers—and ticketing and accounting systems—that need support and connection to the main campus IT infrastructure
- Diverse range of systems under protection, including servers, workstations and laptops
- Hybrid cloud backup deployment with both high performance local recovery and remote disaster 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 requirements
- Ability to transition internal IT resources to more strategic operations
- Data encryption that secures data in-flight and at-rest
- High-performance data recovery compared to tape.

in organizational excellence and quality of service. Further development of the solution is already underway by BTL to help improve recovery speeds and also give Pernod Ricard the ability to invoke a local DR option should an office only lose a couple of servers rather than its entire site or network.

RESULTS

The result is that Pernod Ricard has transformed its entire approach to Backup and DR into a simple and easy-to-manage solution. BTL has worked with Pernod Ricard EMEA to enable the drinks giant to put in place a centralized strategy which gives it greater confidence about managing its critical data.

BTL now provides consistent Cloud Backup for Pernod Ricard offices across EMEA from Russia and Ukraine to Germany, Switzerland, Turkey and the UK. The Asigra software's ability to run incremental forever backups has meant that remote sites in places like Kazakhstan and Morocco can backup data quickly and efficiently to BTL's secure data vaults in the UK. By moving to this type of solution, Pernod Ricard EMEA can now ensure all company data in each territory is stored offsite in secure, resilient and compliant data centres.

“We are proud to have been chosen by Pernod Ricard EMEA and are delighted that the Cloud Backup and DR project we've implemented has proven to be such a success. Pernod Ricard's primary goal of centralizing its backup and DR strategy across EMEA has been achieved, with each site more than ready to come on board. The teams in the individual locations have been a pleasure to work with — every office has been friendly and accommodating to our engineers on site. Throughout the project we have been mindful of Pernod Ricard's reputation as a respected global brand and have ensured that everything we have done has matched up to that high quality approach.”

Rob Mackle, Sales & Service Director for BTL

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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