Asigra

Success Story:

L.K. Bennett Ends Maintenance, Performance, and Security Concerns of Legacy Tape Backup with the Cisco Cloud Connector

L.K. Bennett Profile

- British Luxury Fashion Brand
- Founded in 1990 and headquartered in London, UK
- 174 Global Retail Outlets
- http://us.lkbennett.com/

BackupTechnology

Summary

L.K. Bennett was challenged with legacy tape-based backup infrastructure that was time intensive to maintain, and suffered from performance and security issues. The company sought to modernize its backup environment by transitioning to a cloud-based data recovery solution—the Cloud Backup Connector Appliance -- provided by Backup Technology Limited (BTL) and Asigra. As a result, L.K. Bennett has eliminated the inefficiencies of tape backup to improve overall business uptime and increase data protection.

Customer Overview

The international label was founded in 1990 by Linda Bennett as a concept shoe brand, and since has added a womenswear collection, handbags, accessories, and jewelry.

L.K. Bennett collections have a distinct blend of femininity, style, and color, underpinned by a desire to offer beautiful, well-made, accessibly priced designerwear. L.K. Bennett offers stylish yet wearable clothing and accessories for its expanding customer base of women of all ages.

Since the opening of the original store, L.K. Bennett has expanded to become a renowned chain of shops, with 130 outlets in the UK. A boutique in Paris opened in 2000, and since stores and concessions have opened in Spain, Netherlands, United Arab Emirates and the United States. There are currently 174 L.K Bennett outlets globally, including in-store concessions in chains including Harvey Nichols, Selfridges, John Lewis, Fenwick, Printemps and Galeries Lafayette.

After using a tape-based backup solution for years, the company realized a change was necessary when its backup environment began suffering from long backup windows, and failed backups and restores. Security issues also became a problem with data stored onsite.

> "The most common restore is of emails or contact items. BTL provides both online backup and virtual disaster recovery, which are key to our organization where any downtime is costly. Service is reliable and when data needs to be restored it is always available on demand. The ability to restore emails at a granular level back to the same or a different location is invaluable."
>
> -David Van Eck, Head of IT for L.K. Bennett

Business Situation

L.K. Bennett currently backs up 14 TB of production data in a very complex environment that involves a mixture of physical and virtual systems (Dell workstations and HP servers), iSeries and multiple connections from the company's multi-protocol label switching (MPLS) and the addition of all U.S. sites, as well as London Head Quarters.

As such, the company's tape-based backup system became burden some, requiring extensive management time due to long backup windows and unreliable performance with backup and restore of data. In addition to tape management

Environment

- More than 14 TB of data stored across Dell workstations and HP servers

- Multiple connections from the company's MPLS

- Complex mixed operating environment with both physical and virtual servers, including addition of all U.S. sites, as well as London

- Windows-based Dell computers storing Microsoft Exchange PST archive files

- Business applications, including SQL databases, iSeries data, and application data from Microsoft Exchange, as well as a large volume of file data

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

headaches, storing data onsite was an additional security concern; IT management recommended moving data offsite and out of Greater London.

L.K. Bennett 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 Backup Technology Ltd. (BTL), a cloud backup disaster and recovery providerfor over five years, the company turned to BTL to seek extra capacity due to continuous expansion. With limited bandwidth, L.K. Bennett needed a WAN-optimized solution."We did our research to find a provider with market experience and a customer base to match," said David Van Eck, Head of IT at L.K. Bennett. "That provider was BTL."

Solution

L.K. Bennett modernized its backup environment with a cloud-based data recovery solution powered by Asigra to ensure the recovery of its business critical information, which included SQL databases, iSeries data, and application data from Microsoft Exchange, as well as a large volume of file data. BTL was able to provide its Asigra-based solution: the Asigra Cloud Backup™ Connector Appliance. Now, all of the company's data is automatically and continuously backed up and protected using the cloud-based recovery solution, according to policies set by L.K. Bennett. The solution also allows the ability to attach additional local storage capacity for LAN speed recovery.

Van Eck reported that the switch to the Cloud Backup Connector Appliance has achieved several business benefits. "Through a centralized online monitoring portal, we receive guaranteed backup and recovery for all of our data systems as a

professional and fully managed service," said Van Eck. "The backup forms the basis for our data recovery, which is essential to L.K. Bennett."

> "Tape is no longer a cost-efficient option given other alternatives now available in the marketplace," said Van Eck."Cloud-based data recovery is more efficient and secure than having to find, load, and retrieve data from tapes. With the Cisco Cloud Connector integrated with the Asigra solution and offered by BTL, we have expedited our backup process significantly and substantially improved our ability to recover from a data loss event."
>
> -David Van Eck, Head of IT for L.K. Bennett

He added that there have been many occasions since the company started using the appliance when they have needed to recover data. "The most common restore is of emails or contact items," explained Van Eck. "BTL provides local and cloud backup as well as virtual disaster recovery, which are key to our organization where any downtime is costly. Service is reliable and when data needs to be restored it is always available on demand. The ability to restore emails at a granular level back to the same or a different location is invaluable."

Asigra has a partnership with Cisco to deliver the Cloud Backup Connector

Appliance. The Cisco Cloud Connector developed by Asigra is hosted on the Cisco ISR (Integrated Services Router) and UCS E-Series server blade. The Cloud Backup Connector Appliance features the ability to perform local backup and backup to BTL's two UK data centres in Manchester and London. It also offers end-to-end data protection of storage, servers, desktops, laptops and mobile devices (tablets and smartphones). The Asigra solution is delivered as a service by BTL, which has a head office in the United Kingdom, as well as offices and data centers in the United States.

"Cloud-based data recovery allows L.K. Bennett to overcome the limitations of traditional backup software and legacy tape solutions," said Rob Mackle, Direct and Channel Sales Manager EMEA at BTL. "The Cloud Backup Connector Appliance allows companies to securely protect their business data and meet their regulatory requirements. L.K. Bennett also uses BTL's Virtual Disaster Recovery service powered by Asigra.This ensures should they lose one or multiple servers or sites, their systems will be restored and operational within predefined recovery times, following recovery procedures which are regularly tested."

Results

Since making the transition, L.K. Bennett has been impressed with the reliable performance, shorter backup windows, and ability to recover data offsite from two geographically separate UK data centers. Another benefit includesthe fact that the performance of the server allows backups to run on critical applications throughout operating hours—especially for SQL databases and file level Exchange backups.

The Asigra solution ensures that all enterprise data is protected, allowing L.K.

Bennett to consolidate backup operations. The addition of the server also allows the company's iSeries data to be protected, removing the need for tape media. Finally, the user-friendly solution frees up valuable IT resources.

Key benefits of the Asigra Cloud Backup Connector Appliance for L.K. Bennett include:

- Agentless protection of all computing environments;

- High-performance data recovery across physical, virtual and cloud operating environments;

- Autonomic healing to ensure data integrity/recoverability;

- Enterprise-class security for regulatory compliance, and

- Capability to leverage BTL's cloud service for offsite data recovery.

To learn more about Cisco Cloud Connector, go to: www.cisco.com/go/cloudconnectors

About Backup Technology Ltd.

Founded in 2005, Backup Technology have become a world leader in the Online Backup, Disaster Recovery and Business Continuity market, with an international customer base from a wide range of sectors. At the core of Backup Technology's success is their investment in infrastructure and personnel. Utilising Asigra and NetApp, a leading storage vendor, Backup Technology have rapidly grown year on year to currently protecting over 10 peta-bytes of data in the Public and Private Cloud.

BTL has a strong global presence, from their head office in the UK; they have expanded to offices and data centres in the US, as well as establishing partnerships in Europe and Australia. The company has also received many industry awards and had articles featured in publications such as the Financial Times, the Independent and Computing Magazine. Backup Technology have also been named the number one choice for an Enterprise Online Backup Provider by Backup Review. BTL are fully ISO 9001 and ISO 27001 certified, ensuring consistent quality management procedures are in place and all security processes are followed and documented. BS EN 25999-2 certification has also been achieved, meaning BTL has an independently audited Business Continuity Management system in place to offer additional peace of mind for its customers. For more information visit www.backup-technology.com

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