

WASSER Studios safeguards customer service levels and competitive advantage with integrated data protection and recovery management.



Customer Profile

Industry: Professional Services
Company: WASSER Studios
Employees: 75
Revenue: \$6.5 million

Business Impact Summary

Business:

WASSER Studios provides copywriting and content management services to technology, software and manufacturing companies. Founded more than 30 years ago, WASSER Studios creates technical documentation, help files and Web content for high-profile brands, such as Sony, HP and Microsoft.

Challenge:

The company is not only responsible for developing content, but also for storing its clients' documents for up to 10 years. As WASSER Studios grows, it needs to provide its clients with instant access to an increasing volume of data.

Solution:

By using CA Recovery Management integrated with Microsoft's Windows® Essential Business Server, WASSER Studios is able to backup and retrieve data quickly and easily. It can pinpoint historical client information to an exact tape and safeguard the integrity of this data with daily automated checks on its backup routines.

Result:

WASSER Studios has been able to improve customer service and competitive advantage by ensuring the availability of files on its FTP sites and a rapid response to data retrieval requests. This — along with enhanced productivity levels — will help the company meet its growth goals.

Business

Helping companies to meet their publishing deadlines

WASSER Studios has been helping companies meet their publishing deadlines for more than 30 years. Its services include copywriting, editing and publishing technical documentation, user help manuals, tutorials, posters and Web content.

The company's clients include some of the world's leading technology and software firms, such as Microsoft, HP and Sony. To meet the demands of its clients, WASSER Studios is increasingly moving away from traditional paper-based documents towards both static and interactive online content.

Expanding these Web-based services is key to WASSER Studios' strategy for growth, which also involves developing its client base in new geographical areas and expanding its offerings for emerging markets.

Challenge

Ensuring the availability of client documents

Delivering documentation on time is a key differentiator for WASSER Studios, along with its ability to develop accurate and user-friendly material.

In order to meet these customer service commitments, the company's IT systems and data must be reliable and highly available. Tim Dreyling, Information Systems Manager at WASSER Studios, comments, "IT lies at the core of our business, as we are fundamentally a data delivery company. Our IT infrastructure needs to provide us with great flexibility in order to meet client requirements."

WASSER Studios provides its clients with round-the-clock access to its documents via FTP (File Transfer Protocol) sites. Effective Recovery Management is therefore critical for WASSER Studios — and its client base. As Dreyling explains, "Because of the international nature of our business, our files need to be available via FTP 24-hours a day, whether its for content approval by clients or for a print house in Asia. Losing client data is not an option — we would no longer have a business."

In addition to content creation, WASSER Studios also stores and archives the documents it creates on behalf of its clients. As part of service level agreements, WASSER Studios may be responsible for storage of its clients' documents for up to five or 10 years. Clients expect WASSER Studios to retrieve their documents instantly when requested — even if they are 10 years old.

Maintaining service levels in a growing business

As the company grows, it is responsible for an exponentially increasing volume of data. As a result, it needs ever-larger storage facilities, and backup and recovery capabilities to match.

To support this growth and improve the efficiency of its IT operations, WASSER Studios was keen to consolidate its server estate. To achieve this, they joined the Technology Adoption Program for Windows® Essential Business Server and began full production deployments.

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Trevor Koop
Data Systems Manager,
WASSER Studios

Aimed at mid-sized companies, the solution incorporates software for management, messaging and security in a single cost-effective package to reduce IT complexity.

As part of this deployment, WASSER Studios is in the process of reducing its server estate from 15 to just seven devices. It has also increased its data storage capacity, which has led to a need for more efficient and robust backup and recovery capabilities.

Solution

Simple and reliable data backup and recovery

To fulfil this need, WASSER Studios investigated a number of different options. However, only the CA Recovery Management solution met its requirements for long and short-term storage, disaster recovery and ease of management. “We had used CA Recovery Management solutions in the past,” comments Trevor Koop, Data Systems Manager for WASSER Studios. “So we knew it would be easy to use and incredibly reliable.”

The most important factor, however, was the CA solution’s seamless integration with Windows Essential Business Server. David Luft, Senior Vice President of Software Engineering at CA comments, “Both the integration and implementation of the solutions requires minimal effort, which means organizations can take rapid advantage of increased data protection capabilities.”

WASSER Studios uses CA ARCserve® Backup for Microsoft® Windows® Essential Business Server to protect all of its production data, as well as its Microsoft SharePoint, Microsoft Exchange and Microsoft SQL Server® database environments. In total, two terabytes of system data is backed up from disk to disk overnight, and to tape on a weekly basis.

As well as enabling reliable backups, the solution’s data retrieval functionality is very efficient, as Koop explains, “CA ARCserve’s database keeps track of where information has been stored — down to the exact tape. Therefore we always know exactly where to find data for quick recovery.”

For simplified backup and recovery management, all these processes are managed via the EBS unified administration console. “Using the Windows® Essential Business Server Administration Console we can check that our backups have run each morning, and create reports which make managing the tape library much easier,” comments Koop.

Eric Kidd, General Manager for Windows Essential Business Server at Microsoft comments, “The solution’s administration console not only reduces the complexity of safeguarding critical data but also other core IT tasks. Combined with CA ARCserve Backup it provides companies with greater visibility and control of their IT infrastructure.”

Result

Highly available data enhances customer service levels

The seamless integration of Windows Essential Business Server and CA ARCserve Backup means that WASSER Studios’ IT team has more time on its hands for proactive management

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tasks. With Koop also involved in client-focused activities, this means that more of his time is billable.

“Both the Microsoft and CA platforms are very stable, and have enabled us to create a cost-effective IT environment that suffers minimal downtime. As we are a relatively small organisation with only two IT staff, simplifying IT management is critical,” comments Dreyling.

Thanks to its recovery management capabilities, WASSER Studios has been able to improve customer service by ensuring:

- The availability of client files on its FTP sites
- A rapid response to customer data retrieval requests
- It can cope with future growth

“With better data protection and retrieval, we have been able to boost our competitive advantage by ensuring that client deadlines and service levels are met,” concludes Dreyling.



About Microsoft Windows Essential Business Server

Microsoft Windows Essential Business Server 2008 is an all-in-one integrated multi-server solution designed and priced specifically for midsize businesses. It combines software for management, messaging, and security features into one integrated server solution that is designed to dramatically reduce IT complexity and improve efficiency across the business. For more information visit www.microsoft.com/ebs

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.