

WASSER Studios protects client data and service levels with improved recovery management.

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ABOUT CA **Back Cover**

Executive Summary

Challenge

WASSER Studios produces technical, training, and process documentation for high-profile organizations such as Microsoft, Sony and HP. The company promises its clients it will deliver 'on time, every time'. To ensure it is able to meet deadlines without fail, WASSER Studios needs to safeguard its data against possible loss. This need is exacerbated by the fact that WASSER Studios is also responsible for storing client files — sometimes for as long as 10 years. These files must be carefully archived to enable almost instantaneous retrieval at a client's request. As a small organization, WASSER Studios has just two members of IT staff, so it needs data storage, backup and recovery to be easy — and cost-effective.

Opportunity

WASSER Studios uses CA ARCserve® Backup in tandem with Windows® Essential Business Server to provide end-to-end data protection. The company uses the CA Recovery Management solution to backup around four terabytes of data every night, including production files, client documents on FTP sites, and data from its Microsoft Exchange, Microsoft SharePoint and SQL server environments. Backup to both disk and tape is managed via the Windows® Essential Business Server Administration Console, which enables the integrity of backup routines to be monitored and archived files to be located quickly for fast and efficient retrieval.

Benefits

By enhancing its data protection capabilities, WASSER Studios has been able to:

FREE UP IT STAFF Half of WASSER Studios' IT department is also involved in client-facing activities. More reliable backup routines and faster data retrieval means that more time can be spent on billable work.

REDUCE RISK WASSER Studios is closer to its aim of achieving zero downtime. This is crucial to WASSER Studios' reputation — missed deadlines or lost data could equal lost business.

IMPROVE CUSTOMER SERVICE WASSER Studios can ensure that client files are highly available via its FTP sites, and respond to customer data retrieval requests quickly and efficiently.

Any loss of data could severely impact client services and potentially affect the company's bottom line.

Safeguarding client documents and business continuity

Mid-sized businesses have a unique set of IT challenges. While they require the same sophisticated business processes as larger organizations, medium-sized companies have smaller budgets and fewer resources to fulfill these needs. As a result, the same team of IT staff is often responsible for maintaining a wide range of technologies — from servers and networking to security and messaging — and will also manage business applications and even provide user support.

Despite these limitations, mid-sized companies need flexible and scalable IT solutions and services that support growth and changing business requirements. With small organizations often required to adapt their IT platforms and processes to ensure compatibility with larger clients' businesses, the ability to flex and change is vital.

Preventing data loss and downtime

With a customer base that includes Microsoft, HP and Sony, meeting client expectations — whether it is from a business continuity or compliance standpoint — is a top priority for WASSER Studios.

The company provides content design, writing, editing, production and associated online services to help organizations develop technical, training and process documentation. The ability to meet deadlines is fundamental to WASSER Studios' business. The company's motto is 'on time, every time'. As a result, the business cannot afford IT downtime.

As Tim Dreyling, Information Systems Manager at WASSER Studios, explains, "IT lies at the core of our business, as we are fundamentally a data delivery company. We promise our clients a responsive service that will meet their deadlines. If we do not deliver on our promises, the reputation of the company is at stake."

In addition to creating client documentation, WASSER Studios' services include storage and archiving. While current files need to be available to customers round-the-clock via the company's FTP (file transfer protocol) sites, WASSER Studios is also obliged to store older documents for up to 10 years, depending on individual client agreements. These files need to be retrieved almost instantaneously at a client's request.

Increasing the efficiency of IT management

With only two members of IT staff supporting 75 users, WASSER Studios' IT department has its work cut out. It is responsible not only for providing and supporting key production systems, such as the company's FTP sites, but also standard desktop software. This includes ensuring remote access for staff; up to half of the company's workforce may be situated at clients' premises at any one time.

As the company grows, the IT department is also responsible for an exponentially increasing volume of data. As a result, WASSER Studios needs ever-larger storage facilities, and backup and recovery capabilities to match. Any loss of data could severely impact client services and potentially affect the company's bottom line.

As a small organization with limited IT resources, WASSER Studios must be able to balance its data storage and protection requirements with costs and operational efficiency.

With an ever-increasing volume of data to process, WASSER Studios' existing backup facilities were no longer adequate. In addition to concerns over data integrity and speed of recovery, backup processes were time-consuming both to run and to manage, exceeding the available backup window.

SECTION 2: OPPORTUNITY

An enterprise solution — without an enterprise price tag

To create an enterprise-class infrastructure at a price it could afford, WASSER Studios implemented Microsoft's Windows® Essential Business Server. Specially designed for small to mid-size businesses, the solution reduces the complexity of IT management to minimize the workload for WASSER Studio's IT department. Windows Essential Business Server solution incorporates management, security and messaging in a single cost-effective product.

Eric Kidd, General Manager for Windows Essential Business Server at Microsoft, comments, "Windows Essential Business Solution streamlines and automates IT management processes wherever possible. For example, the solution is pre-configured to align with IT best practices, and offers fully automated deployment and data migration functionality. But perhaps the most important benefit is the administration console, which provides an integrated interface for unified IT management."

Since implementing the Microsoft solution, WASSER Studios has been able to consolidate its server estate from 15 devices to seven, which will be much easier to manage. As part of the project, WASSER Studios also increased its storage capabilities to cope with the increasing volume of client data. To protect these files, the company relies on a CA Recovery Management solution.

"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."

Reliable data backup

CA ARCserve® Backup for Microsoft® Windows® Essential Business Server integrates seamlessly with the Microsoft solution, and is managed via the Windows® Essential Business Server Central Administration Console. The CA Recovery Management solution is easy and quick to implement, and includes step-by-step integration 'wizards' to help with hardware configuration.

The integrated solution backs up all WASSER Studios' production data, including content management and version tracking files. It also backs up client documents posted on FTP sites, and Microsoft SharePoint, Microsoft Exchange and Microsoft SQL Server® database environments — the latter of which supports line-of-business applications. In total, this amounts to four terabytes of data, which includes 500 gigabytes of PDF (Portable Document Format) files from the company's FTP sites.

If a file is accidentally deleted from the production file server, the IT department can restore the document in minutes

WASSER Studios also uses CA ARCserve Backup's disk staging functionality to carry out disk-to-disk backups on a nightly basis for production data, and then a weekly archive to tape. Recovery from disk is particularly fast and efficient with CA ARCserve Backup. For example, if a file is accidentally deleted from the production file server, the IT department can restore the document in minutes. Microsoft Exchange and SharePoint environments are also backed up overnight, both to disk and to tape for extra peace of mind. In addition to greater reliability, using the CA Recovery Management solution has decreased the time taken to backup WASSER Studios' data to ensure that backup windows are no longer exceeded.

Fast and efficient recovery

The backup — and retrieval process — is very easy to manage via Windows Essential Business Server, which is crucial for WASSER Studios' small IT team. Using the solution's administration console, IT staff can see the company's entire infrastructure at a glance, including servers, desktops and backup status.

David Luft, Senior Vice President of Software Development at CA, comments, "CA ARCserve Backup for Windows Essential Business Server integrates directly into Microsoft's administrative console. All the common tasks for backup and recovery can be managed via this intuitive environment, so IT staff can monitor backup jobs or initiate a recovery scenario using a familiar interface."

CA ARCserve Backup captures information on backups that have and have not run, as well as the reason for any failure. WASSER Studios can also check how long each section of a backup takes to aid scheduling. This has significantly reduced the amount of time that the IT team spends monitoring backup processes.

In addition to simplifying the backup process, CA ARCserve Backup helps WASSER Studios to manage its tape library more efficiently. The solution's inbuilt database keeps track of where each file is stored for easy retrieval. As well as logging whether documents are stored on a disk or tape, the solution also provides historical records of tape barcodes, so if a client requests a document from 10 years ago, WASSER Studios' data storage house can locate it instantly.

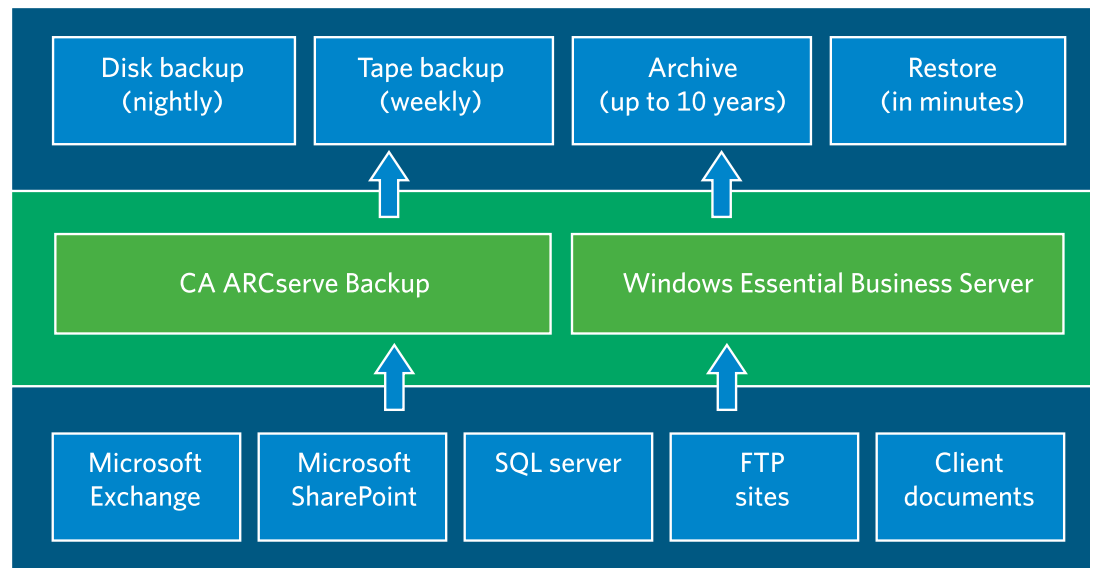
With data protection so critical to WASSER Studios' business, regular disaster recovery testing is an essential part of IT department's routine. The data restore process is tested on a monthly basis for production files, with the Microsoft Exchange, SQL Server and Microsoft SharePoint environments tested quarterly.

With the foundations in place for efficient data management and recovery, WASSER Studios is now eager to further optimize its IT estate. The company plans to use CA ARCserve Backup in a virtualized server environment to replicate its SharePoint applications, which will reduce downtime even more.

SEAMLESS DATA PROTECTION

Windows Essential Business Server and CA ARCserve Backup have simplified the data backup, recovery and retrieval process across multiple platforms.

FIGURE A



SECTION 3: BENEFITS

"With CA ARCserve Backup, we have greater confidence in the integrity of our data, which is vital for business continuity and meeting customer service levels."

Trevor Koop
Data Systems Manager, WASSER Studios

Improved customer service without additional overhead

Using the combination of Windows Essential Business Server and CA ARCserve Backup, WASSER Studios has been able to create a reliable and robust IT infrastructure that is easy to manage. "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 organization with only two members of IT staff, simplifying IT management is critical," comments Dreyling.

Although WASSER Studios' IT infrastructure has fewer points of failure thanks to its consolidated server environment, it can now respond more effectively if data loss or a disaster should occur.

"With CA ARCserve Backup, we have greater confidence in the integrity of our data, which is vital for business continuity and meeting customer service levels," comments Koop. "We can recover and retrieve backed up and archived data within a matter of minutes."

By enhancing its data protection capabilities, WASSER Studios has been able to:

FREE UP IT STAFF Half of WASSER Studios' IT department is also involved in client-facing activities. More reliable backup routines and faster data retrieval means that more time can be spent on billable work.

REDUCE RISK WASSER Studios is closer to its aim of achieving zero downtime. In the event of a hardware failure or accidental data deletion, the company can quickly recover lost files. This is crucial to WASSER Studios' reputation — lost data could equal lost business.

IMPROVE CUSTOMER SERVICE WASSER Studios can ensure that client files are highly available via its FTP sites, and respond to customer data retrieval requests quickly and efficiently.

“It’s not always easy to find IT solutions that suit our needs as a medium-sized business,” comments Dreyling. “Not only do they need to match our budget, but also offer scalability for growth. While we’re not an enterprise-class organization yet, our IT needs are still fairly sophisticated. The CA and Microsoft solutions enable us to meet current client expectations and plan for the future.”

SECTION 4: CONCLUSIONS

Protecting data is the cornerstone of business continuity for every organization — large and small. Balancing this requirement with costs, however, is particularly difficult for smaller organizations, who must match the data protection levels of their enterprise counterparts with much reduced resource.

By simplifying IT management and using integrated backup and recovery tools, small and mid-sized businesses can minimize time-consuming administrative tasks, while ensuring that data can be recovered quickly and easily in the event of an unexpected incident.

As well as reducing downtime and thereby protecting profitability, this can free up IT staff to focus on more strategic priorities.

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 about the CA Recovery Management architecture and technical approach, visit ca.com/us/recovery-management-solution.aspx.

CA, one of the world's largest information technology (IT) management software companies, unifies and simplifies the management of enterprise-wide IT for greater business results. Our vision, tools and expertise help customers manage risk, improve service, manage costs and align their IT investments with their business needs.

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