

# Concord Camera Shoots for Better Backups and Restores with ExaGrid Disk-based Backup

## Customer Overview

Concord Camera Corp. designs, develops, manufactures and markets, popularly priced, easy-to-use image capture products. Concord is a global, \$200+ million USA publicly traded company on NASDAQ and employs thousands of people worldwide. Concord Camera is one of the largest producers of one-time-use cameras in the world. Concord distributes image capture solutions under such trademarks as CONCORD®, EASYSHOT®, JENOPTIK® and POLAROID®, and the company's award-winning products include digital cameras (VGA to 8Megapixel), Single Use and 35mm traditional film cameras and emerging multimedia devices such as digital video camcorders. Based in Hollywood, Florida, Concord sells its image capture products through sales and distribution offices in the United States, Canada, Germany, Japan, Hong Kong, the United Kingdom and France, as well as through independent sales agents. The company sells both branded and private label products to many of the largest retailers in the world, including Aldi, Argos, Boots, Carrefour, Comp USA, CVS, Dollar General, Eckerd, Family Dollar, Ito-Yokado, MetroAG, Rite Aid, Ritz Camera Shops, Target, Walgreens and Wal-Mart.

## Long Backup Windows, Concerns about Restores

The IT staff at Concord Camera was struggling with long backup windows and concerns about the company's ability to restore data from tape in the event of an emergency. Performing full backups of Concord's file server and large IBM® Lotus® Domino® server containing multiple databases had taken 13 to 17 hours with a dual tape drive, but when the drive broke, full weekly backups stretched to 36 hours and daily incremental backups took 13 hours.

"Our backup windows were long, but what really concerned us was our ability to restore data in the event of a disaster," said Jose Lopez, senior IT network administrator for Concord Camera. "We are located in South Florida, and several years ago we experienced severe hurricanes in our area that left us out of commission for a whole week. We were completely down with no electricity. Because of that experience, we are always thinking about how we would recover information in the event of an emergency.

"Restoring large files and databases was a nightmare with tape. Restoring a server from scratch would have taken days and our business can't afford to be without a server for any amount of time," said Lopez.

## Cost, Approach to Data De-duplication Point to ExaGrid

Concord decided to look at other backup systems, and considered upgrading to LT03 tape drives, as well as other competing disk-based backup systems.

"We immediately decided that disk was the future for us and it came down to either the ExaGrid or a competing solution," said Lopez. "The first thing we noticed was that the ExaGrid was more cost-effective than the competing solution. We also felt that ExaGrid's post-process approach to data de-duplication would be more efficient than competing approaches. We believed that the ExaGrid solution would provide higher performance, and we've been very happy with the level of data reduction provided by the ExaGrid system."

ExaGrid's data de-duplication technology stores changes from backup to backup instead of storing full file copies. This unique approach reduces the disk space required by a range of 10 to 50:1 or more, delivering unparalleled cost savings and performance. ExaGrid delivers extremely fast backup performance because data is written directly to disk and data de-duplication is performed post-process.

The ExaGrid system works alongside Concord's backup application, CA® ARCserve Backup and is located at Concord's headquarters in Hollywood. After backup jobs are written to the ExaGrid, the files are also backed up to tape and the tapes are sent offsite for disaster recovery. Since installing ExaGrid, Concord's full backups have been significantly reduced, and backing up its file system to tape has been reduced by 50 percent, from 12 hours to six hours.

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Senior IT Network Administrator  
Concord Camera



## Fast Restores, Compliance with Sarbanes-Oxley

“Restore speed is critical to us for both disaster recovery planning and because we perform restores on a routine basis,” said Lopez. “Restoring data from tape was a time consuming process, however restoring even our largest files from the ExaGrid takes just minutes.

“As a public company, we have to comply with Sarbanes-Oxley,” said Lopez. “To be in compliance, we need to constantly test our procedures and policies for backup jobs and restores. With tape, it was a pain because I would have to order the tapes from our offsite facility and put them in the drive, mount them, find the data, and restore it. It was a lengthy process. Because I can keep lots of backups directly on the ExaGrid system, I just have to go in, select a file, and restore it. It saves us lots of time.”

Lopez also appreciates ExaGrid's customer support staff and its expertise.

“Since we first installed our ExaGrid system, we've been extremely impressed with ExaGrid's support,” said Lopez. “Our support technician is knowledgeable and proactive, and we really like the fact that ExaGrid can dial in to our system to perform system maintenance. It makes my job easier.”

## ExaGrid and CA ARCserve Backup

CA ARCserve Backup delivers reliable, enterprise-class data protection across multiple hardware and software platforms. Its proven technology — unified by a single, easy-to-use interface — enables multi-tiered protection driven by business goals and policies. Organizations using ARCserve Backup can look to ExaGrid as an alternative to tape for nightly backups. ExaGrid sits behind existing backup applications, such as ARCserve Backup, providing faster and more reliable backups and restores. In a network running ARCserve Backup, using ExaGrid in place of a tape backup system is as easy as pointing existing backup jobs at a NAS share on the ExaGrid system. Backup

jobs are sent directly from the backup application to the ExaGrid for onsite backup to disk.

## Intelligent Data Protection

ExaGrid's turnkey disk-based backup system combines high quality SATA drives with byte-level data de-duplication, delivering a disk-based solution that is more cost effective than standard SATA drives. ExaGrid's byte-level data de-duplication technology stores only the changes from backup to backup instead of storing full file copies, reducing the amount of disk space needed by 10 to 50:1, or more, resulting in a solution that is 25 to 30% the cost of standard SATA drives.

ExaGrid is easy to install and use and works seamlessly with popular backup applications, so organizations can retain their investment in existing applications.

ExaGrid can be used at a primary site and at a second site to supplement or eliminate offsite tapes with a live data repository or for disaster recovery. When a second site is used, the cost savings are even greater because ExaGrid's byte-level data de-duplication technology moves only changes, requiring minimal WAN bandwidth.

For more information about ExaGrid, please visit our website [www.ExaGrid.com](http://www.ExaGrid.com) or call us at 1-800-868-6985.

### ABOUT EXAGRID

ExaGrid is the leader in cost-effective disk-based backup solutions. A scalable system that works with existing backup applications, ExaGrid is ideal for companies looking to quickly eliminate the hassles of tape backup while reducing their existing backup windows. ExaGrid's innovative approach minimizes the amount of data to be stored by providing standard data compression for the most recent backups along with byte-level data deduplication technology for all previous backups. Customers can deploy ExaGrid at a primary site and at a second site to supplement or eliminate offsite tapes with a live data repository or for disaster recovery.

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