

# Ruder Finn Selects ExaGrid for Cutting-Edge Technology

CUSTOMER SUCCESS STORY



“The ExaGrid system was cutting edge in terms of technology, and it offered superior price/performance over the EMC Data Domain solution. We were impressed with ExaGrid’s post-process data deduplication technology and liked that the data was backed up to a landing zone and then deduped. It just made total sense.”

Fred Brodsky  
Director of Computer Services  
Ruder Finn

## Customer Overview

Ruder Finn has been a leading independent communications agency for over 65 years. Maintaining offices around the globe, Ruder Finn is organized around four strategic pillars that reflect its key areas of leadership: health and wellness, corporate and public trust, technology and innovation, and consumer connections. Expertise includes corporate reputation management, branding, cultural and social issues, and intent-driven social media through its full-service digital agency, RFI Studios.

## Firm Found Retention Difficult without Data Deduplication

Ruder Finn had been backing up data to disk but struggled daily with retention because the firm lacked data deduplication software, and their disk space was maxed out.

“We liked the convenience of backing up to disk, but our data had grown to the point where we could only land two days of information on disk before it had to be written off to tape,” said Fred Brodsky, director of computer services at Ruder Finn. “The day-to-day management of our backup jobs had become a real pain point for us, and restoring data from tape wasn’t ideal.”

## ExaGrid Chosen for Superior Data Deduplication, Price/Performance

Finally, Ruder Finn decided to look for a disk-based backup solution with data deduplication. The firm chose the ExaGrid system based on price/performance and its approach to data deduplication after looking at the EMC Data Domain solution.

“The ExaGrid system was cutting edge in terms of technology, and it offered superior price/performance over the EMC Data Domain solution,” said Brodsky. “We were impressed with ExaGrid’s post-process data deduplication technology and liked that the data was backed up to a landing zone and then deduped. It just made total sense.”

Brodsky said that Ruder Finn has been receiving data deduplication ratios as high as 27:1, which helps to maximize disk space and overall retention.

“ExaGrid’s data deduplication technology does a wonderful job at reducing our data. We’re able to keep 15 weeks of retention, which is quite an improvement over the two days we had before,” he said. “Prior to installing the ExaGrid, we only had two days of retention on disk before we’d have to write to tape. Restoring data is so much easier from disk than from tape. It’s made a huge difference for us.”

ExaGrid combines last backup compression along with data deduplication, which stores changes from backup to backup instead of storing full file copies. This unique approach reduces the disk space required by a range of 10:1 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 deduplication is performed post-process after the data is stored to reduce data. When a second site is used, the cost savings are even greater because ExaGrid’s zone-level data deduplication technology moves only changes, requiring minimal WAN bandwidth.

## Faster Backups

Brodsky said that backup times are faster since installing the ExaGrid system. Nightly incremental backups are completed within



four hours and weekly full backups are completed in less than six hours, a big change from before.

“Before we installed the ExaGrid, our full backups were spinning for over 18 hours. Now, they’re done in less than six hours. It gives us a lot more breathing room when we need to perform maintenance and upgrades,” he said.

## Simple, Straightforward Management, Top-Notch Customer Support

“The ExaGrid system is easy to manage,” said Brodsky.

“There’s really nothing to it because there are only a couple of management choices on the interface. We also like that it works seamlessly with Backup Exec. It really reduces the learning curve and makes administering the system extremely easy.”

The ExaGrid system was designed to be easy to set up and maintain, and ExaGrid’s industry-leading customer support team is staffed by trained, in-house engineers who are dedicated to individual accounts. The system is fully supported and was designed and manufactured for maximum uptime with redundant, hot-swappable components.

“We’ve had a phenomenal experience with ExaGrid’s customer support. The engineer assigned to our account has been very proactive. He logs into the system almost daily to check things out and gives me a call when he thinks that anything is amiss. He’s always responsive when questions or issues arise,” said Brodsky. “Support is really first rate.”

## GRID Architecture Ensures Smooth Scalability

ExaGrid’s GRID computing software makes the system highly scalable, and when plugged into a switch, different sized configurations can be mixed and matched into a single GRID system with capacities of up to a 130TB full backup plus retention. Once virtualized, they appear as a single system to the backup server, and load balancing of all data across servers is automatic.

“When it’s time to increase capacity, we’re confident that the ExaGrid will be able to scale up to meet our needs. The ExaGrid system is extremely flexible. We can scale it up to handle more data, and we can also deploy another system

## About ExaGrid Systems, Inc.

Customers worldwide depend on ExaGrid Systems to solve their backup problems—effectively and permanently. ExaGrid’s disk-based, scale-out GRID architecture adjusts to increasing backup demands due to constantly growing data volumes. It is the only solution that combines compute with capacity as well as a unique landing zone to permanently shorten backup windows and eliminate expensive forklift upgrades. Learn more at [www.exagrid.com](http://www.exagrid.com).

offsite for disaster recovery at any time,” said Brodsky. “The ExaGrid system was the right choice for our environment, and it’s taken the pain out of our backups.”

## ExaGrid and Symantec Backup Exec

Symantec Backup Exec provides cost-effective, high-performance, and certified disk-to-disk-to-tape backup and recovery – including continuous data protection for Microsoft Exchange, SQL, file servers, and workstations. High-performance agents and options provide fast, flexible, granular protection and scalable management of local and remote server backups.

Organizations using Symantec Backup Exec can look to ExaGrid as an alternative to tape for nightly backups. ExaGrid sits behind existing backup applications, such as Symantec Backup Exec, providing faster and more reliable backups and restores. In a network running Symantec Backup Exec, 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 zone-level data deduplication, delivering a disk-based solution that is more cost effective than standard SATA drives. ExaGrid’s zone-level data deduplication technology stores only the changes from backup to backup instead of storing full file copies, reducing the amount of disk needed by a range of 10:1 to 50:1 or more, resulting in a solution that is 25 to 30% the cost of standard SATA drives.

The ExaGrid system is easy to install and use and works seamlessly with popular backup applications, so organizations can retain their investment in existing applications and processes. ExaGrid servers can be used at primary and secondary sites to supplement or eliminate offsite tapes with live data repositories for disaster recovery.

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