

# International Commercial Law Firm Bird & Bird Chooses ExaGrid to Deliver Its Backup Systems

CUSTOMER SUCCESS STORY

## Bird & Bird

"We now have the ability to provide any of our users with a near instant restore. This is satisfying to us in the IT team and really helps us to deliver an excellent service. Our users can be confident that the technology is behind them to deliver world class service to their clients and never waste another billable hour again."

**Jon Spencer**  
Infrastructure Manager



UNITED  
KINGDOM

### Key Benefits:

- IT team meets expectations for quick data restores since switching to ExaGrid
- System is easily scalable, which is key to long-term planning
- Weekly backups stay within established windows, eliminating previous spillover
- ExaGrid allows Bird & Bird to offer world-class service to its clients and "never waste another billable hour again"

### Customer Overview

Bird & Bird is an international law firm with 21 offices worldwide. It focuses on multimedia, telecoms, information technology, and intellectual property.

**The Challenge – "I need a case file urgently!"**

**The Response – "I'm afraid it will take 4 hours!"**

Bird & Bird works with some of the world's most innovative and technologically advanced companies, each of which depends on cutting-edge legal advice to meet their business objectives. As the business and client base grew, the quantity of data grew with it. Bird & Bird found that its tape-based backup systems were simply not able to cope with demand.

The legal industry is a time critical one, with pressures on deadlines for submission to court, preparing for trial and every solicitor and paralegal billable by the hour. Therefore, any time lost through ineffective technology can have a serious impact on client service and the performance and reputation of the firm. For security reasons, the Bird & Bird backup tapes were stored at a separate location. As a result, if a file was lost, it could take up to four hours for it to be recovered – an unacceptable delay in such a time-sensitive industry.

### Why ExaGrid?

ExaGrid won the competitive bid as Bird & Bird believed it delivered a strong combination of faster backups, a scalable long-term solution, and improved security of data. Furthermore, the ExaGrid system also enabled Bird & Bird to deliver on its promises to clients by providing rapid data restores.

Jon Spencer, Infrastructure Manager at Bird & Bird commented, "I selected ExaGrid's solution ahead of the competition, including Data Domain, from a purely technological viewpoint. However, not only is it exceeding



my expectations in terms of technical performance, but I have also been surprised with the business impact it has made. We now have the ability to provide any of our users with a near instant restore. This is satisfying to us on the IT team and really helps us to deliver excellent service. Our users can be confident that the technology is behind them to deliver world-class service to their clients and never waste another billable hour again."

### ExaGrid Delivers Beyond Expectations

The load on the tape drives meant that a weekly backup was taking all weekend and most of Monday to complete. This was having significant performance implications. Spencer knew that simply adding more tape drives wouldn't solve the problem and decided to improve the situation and cope with future demand by adding a disk-based backup system.

"We had lots of problems with tape backup which soaked up a lot of our time and resource. Our main concern was our weekly backup window because if the backup was

**EXAGRID**

running and the tape still in use, we couldn't restore files from that media.

"With ExaGrid we back up 8TB of data and it produces a small fraction of that amount to be stored on the back-end. I no longer come in on Monday with dread. Looking to the future, the final reason why we chose ExaGrid ahead of its competition was the scalability of its system. We now have the freedom for expansion at a later date without incurring a major financial cost," said Spencer.

ExaGrid's computing software makes the system highly scalable, and when plugged into a switch, different sized configurations can be mixed and matched into a single system with capacities of up to a 2PB full backup plus retention. When virtualized, they appear as a single system to the backup server, and load balancing of all data across servers is automatic.

## 60:1 Deduplication Rate, Restores Take Minutes Not Hours

After a thorough selection process, Bird & Bird selected the ExaGrid system from four alternative offerings and is already beginning to see a remarkable ROI. By moving 8TB of data backups to the ExaGrid system, Bird & Bird has reduced its tape-based backup window by up to 25% and will reduce it further as more data is migrated from tape to the ExaGrid system.

According to Andy Palmer, EMEA Sales Director for ExaGrid, "To beat four other competitors and then deliver successfully upon our promise highlights ExaGrid's momentum in the UK market. More and more customers are choosing ExaGrid as the leading disk backup solution to meet their needs, no matter the industry. The Bird & Bird example demonstrates that in addition to our proven price/performance, we deliver a scalable solution that enables dynamic, growing businesses to perform at the highest level."

## About ExaGrid

ExaGrid provides hyper-converged secondary storage (HCSS) for backup with a unique landing zone and scale-out architecture. The landing zone enables the fastest backups, restores, and instant VM recoveries. The scale-out architecture includes full appliances in a scalable system and ensures a fixed-length backup window as data grows, eliminating expensive and disruptive forklift upgrades. Learn more at [www.exagrid.com](http://www.exagrid.com).

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ExaGrid combines last backup compression along with data deduplication, which only 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.

## ExaGrid's Technology

The award-winning ExaGrid system is a turnkey, plug-and-play solution that works with existing backup applications and enables faster and more reliable backups and restores. Customers report that backup time is reduced by 30 to 90 percent over traditional tape backup. ExaGrid's patented byte-level data deduplication technology and most recent backup compression, coupled with high-quality storage, reduces the amount of disk space needed by a range of 10:1 to as high as 50:1, or more, resulting in a price that is often less than traditional tape-based backup.

## About Bird & Bird

Bird & Bird is an international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses, and has offices in Beijing, Bratislava, Brussels, Budapest, Düsseldorf, Frankfurt, The Hague, Helsinki, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Prague, Rome, Shanghai, Singapore, Stockholm, and Warsaw.

For more information on Bird & Bird, please visit [www.twobirds.com](http://www.twobirds.com).

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