

CoachComm Has Catastrophic Fire with Complete Loss – Recovers 95% of Data with ExaGrid

CUSTOMER SUCCESS STORY



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Mike Haney
IT Manager
CoachComm

Key Benefits:

- Reliable DR in the face of catastrophe
- True integration with Veeam delivers faster backups and restores
- Backup window reduced by 50%
- Deduplication maximized disk space
- Retention increased to five weeks
- Far less time spent managing backups

Customer Overview

With over 20 years of unrivaled excellence in coaches' communications, CoachComm has built its business on winning. CoachComm is the wireless coaches' communications provider for 97% of Division 1A colleges and thousands of high school and small college programs across the country. Based out of Auburn, Alabama, CoachComm offers the best communications equipment and coaching tools available on the market today.

Protecting Data Helps CoachComm Win

CoachComm has five members in their IT department, and they are all determined to succeed. On April 4, 2016, they experienced complete loss due to a tragic fire at their headquarters, and they are working together to rebuild. ExaGrid backs up all data, whether it's CoachComm data or Pliant Technologies' (CoachComm's professional division), it's all under one roof and totals over 4TB of data. Since the event, CoachComm increased retention to five weeks using Veeam. "The fire consumed all of the technical equipment in my server room. It was a complete loss," said Haney. "Our ExaGrid appliance was in a different spot in the building. We had our tape drives in the server room. So along with losing all of our servers, virtual hosts, and my backup tapes, the only thing that survived was my ExaGrid device, as well as our PCs.

"I've gone through a lot, including floods and lightning strikes, but I had never gone through a fire. It was very traumatic and, to be honest, very scary," said Haney. The CEO of CoachComm was very concerned about their data, but the IT team was confident in ExaGrid.

"[The fire] was chaos, but two to three days after, with ExaGrid being there for me, I was able to pull my data. I was even able to still make payroll that same week of the fire because we were up and running with email and all major systems. I relied on my ExaGrid system."

Veeam and ExaGrid Combine for Long-Term Solution

When CoachComm first bought ExaGrid, they were using Backup Exec. After the fire, they had to replace all of their servers, so they took the opportunity to migrate to a system that would do more in less time. Veeam fit those requirements. The ExaGrid system fully leverages Veeam Backup & Replication's built-in backup-to-disk capabilities and ExaGrid's zone-level data deduplication for additional data and cost reduction over standard disk solutions.

"ExaGrid has been one of the better things I've ever come across in my 17-year IT career in terms of data recovery, disaster recovery, and backup storage in general," said Haney. "Well before ExaGrid and Veeam, we were going to tape and had a tape drive in our server room. We went through the routines, switching out tapes at regular intervals. We had some offsite, some onsite, some in the tape drive; it was a lot of maintenance. We kept about three weeks of data, and it was a ton of work to manage."

Backup Times Cut in Half, Data Deduplication Maximizes Disk Space

Since installing the ExaGrid system, Haney has seen CoachComm's backup windows cut in half. They wanted tapes to be their secondary backup balanced with a disk-based appliance

EXAGRID®

as their primary backup. ExaGrid was their choice because of its approach to data deduplication, which saves valuable disk space. "I'm really happy about our dedupe ratios. Deduplication allows me to not have to worry about a library of tapes. I've got everything in one place, and I can back up everything I need," said Haney.

"We saw a drastic improvement in our backup window having ExaGrid as part of our backup routine. With ExaGrid being as fast as it is and Veeam being the product that it is, backing up from Veeam to ExaGrid has probably reduced that number by half. We're very pleased," stated Haney.

Easy Management and Experienced, Responsive Support

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 assigned to individual accounts. "In one word, installation was 'seamless,'" said Haney. "It was like having another employee on my IT squad. We were backing up in just a couple of days after we physically had the appliance come in. It probably took us more time to unpackage it and move it to where it was going to be than it did set it up to start backing up our data."

"CoachComm is very customer-oriented. We know who our customers are; they're very important to us, and we do whatever we can to take care of them. ExaGrid has been that same way with me. I don't like to call them my "vendor." I like to call them my "partner." I invested in ExaGrid, and ExaGrid invested in me – and they treat me that way. When I've had an issue, it was an issue for them, and they were part of our team," said Haney.

ExaGrid and Veeam

The combination of ExaGrid's and Veeam's industry-leading virtual server data protection solutions allows customers to utilize Veeam Backup & Replication in VMware, vSphere, and

Microsoft Hyper-V virtual environments on ExaGrid's disk-based backup system. This combination provides fast backups and efficient data storage as well as replication to an offsite location for disaster recovery.

The ExaGrid system fully leverages Veeam Backup & Replication's built-in backup to disk capabilities and ExaGrid's zone-level data deduplication for additional data reduction (and cost reduction) over standard disk solutions. Customers can use Veeam Backup & Replication's built-in source-side deduplication in concert with ExaGrid's disk-based backup system with zone-level deduplication to further shrink backups.

Intelligent Data Protection

ExaGrid's turnkey disk-based backup system combines high quality disk drives with zone-level data deduplication, delivering a disk-based solution that is far more cost effective than simply backing up to straight disk. ExaGrid's patented zone-level deduplication reduces the disk space needed by a range of 10:1 to 50:1 by storing only the unique bytes across backups instead of redundant data. Adaptive deduplication performs deduplication and replication in parallel with backups while providing full system resources to the backups for the shortest backup window. Adaptive deduplication delivers the fastest backups, and as data grows, only ExaGrid avoids expanding backup windows by adding full appliances in a GRID. ExaGrid's unique landing zone keeps a full copy of the most recent backup on disk, delivering the fastest restores, instant VM recovery, "Instant DR," and fast tape copy. And, as data grows, ExaGrid saves up to 50% in total system costs compared to competitive solutions by avoiding costly "forklift" upgrades.

About ExaGrid

ExaGrid provides backup storage with a unique landing zone and scale-out architecture. The landing zone provides for the fastest backups, restores and instant VM recoveries. The scale-out architecture includes full appliances in a scalable GRID and provides for a fixed-length backup window as data grows, eliminating expensive forklift upgrades. Learn more at www.exagrid.com.

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