

# DTLR Chooses ExaGrid over Data Domain for Price and Scalability

CUSTOMER SUCCESS STORY

## DTLR

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**John Orsini**  
Senior Manager of Network and Security Technologies

### Key Benefits:

- DTLR IT staff feel 'empowered' knowing data is quickly restorable from ExaGrid's landing zone
- ExaGrid's scale-out architecture provides DTLR a buy-as-you-grow structure and eliminates expensive forklift upgrades
- ExaGrid provides support 'outside the box' with expertise on entire backup environment

### Customer Overview

DTLR has been the leading retailer in the Urban Fashion industry for over 20 years. DTLR retails urban footwear, apparel, and music and currently operates in six regions throughout the East Coast and Midwest. DTLR values the urban lifestyle and is committed to bringing the hottest urban fashions to the streets. With full-time marketing, music, and community outreach departments along with street teams in each region, DTLR sets itself apart from its competitors. DTLR's community outreach initiatives target males ages 13 to 21, and partners with organizations and programs that assist inner city youth and young adults.

### Outdated Solution Fails to Provide Needed Retention

DTLR's IT department had been backing up its data using disk-to-disk-to-tape. They used tape for their offsite disaster recovery and were only able to keep two to three days' worth of data onsite on disk. DTLR wanted to increase retention and keep more data onsite to more quickly and easily access critical data and better respond to restore requests.

"When we were evaluating alternatives to our D2D2T backup, we were looking at Data Domain," said John Orsini, Senior Manager of Network and Security Technologies. "Our value-added reseller strongly recommended that we take a look at ExaGrid. What we discovered was a solution that very nicely dealt with our retention issues. In addition, ExaGrid requires no future forklift upgrades; the scale-out architecture makes so much more sense. You don't have to buy the largest and fastest up front. In the long run, ExaGrid is cheaper with better performance, which translates into the best choice for us."

### ExaGrid's Deduplication a Huge Plus

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.



"Now that I've seen what ExaGrid's deduplication can do, I wouldn't want to live without it," said John Orsini. "It's empowering as an admin to know that I can get my data back in fairly short order, even if it's well into the past. I wouldn't consider running a shop without it now!"

### ExaGrid Customer Support is 'Outside the Box'

According to John Orsini, ExaGrid differentiates itself with true seamless integration with the backup applications that it supports. He's been pleased with the knowledge that his customer support engineer has about not only the ExaGrid system and DTLR's environment, but his backup product as well.

"When I talk to ExaGrid customer support, their goal isn't to prove the problem isn't ExaGrid's and just get me off the phone. Their approach is to get things to work the way I need them to, irrespective of what the actual

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problem is. ExaGrid far outpaces anyone else in doing that; it's a key differentiator. You just don't find that with other vendors. Other vendors have their defined box and what they support, and once they prove their box is fine, they want to hang up the phone. With ExaGrid, it's nice to get support that's outside the box, so to speak. The ExaGrid engineers know more than just their piece. It's been a huge timesaver for me!"

## Easy Installation in Under an Hour

According to John Orsini, the installation was a piece of cake. "It was so simple, my daughter could do it, and she's only seven! It was that 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 assigned to individual accounts. The system is fully supported and was designed and manufactured for maximum uptime with redundant, hot-swappable components.

## ExaGrid Offers "Buy-as-You-Grow" Scalability

The ExaGrid system can easily be expanded to accommodate more data. 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 scale-out system. Once virtualized, they appear as a single system to the backup server, and load balancing of all data across servers is automatic.

## 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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