Welch's Chooses ExaGrid for Tight Integration with Veeam, Faster Backups and Restores

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> **Pat Hancock**
> **Senior IT Analyst**

Key Benefits:

- ExaGrid's tight integration with Veeam provides fast backups, instant VM recovery
- 'Set it and forget it' experience
- Full undeduplicated copy of latest backups doesn't require time-consuming rehydration to perform restores
- Reduced footprint saves cost
- Assigned customer support engineer knows environment and adds value

Customer Overview

At the heart of Welch's, you'll find the company's owners, about 1,000 family farmers, and the one-of-a-kind Concord and Niagara grapes that they have planted, cared for, and harvested with passion and skill for generations. Nearly 20 years of research shows that thanks to the Concord grape, Concord grape juice helps support a healthy heart. And Welch's has nearly 150 years of experience transforming Concord grapes into delicious and nutritious 100% grape juices.

Smaller Footprint with Greater Capacity

For Welch's, cost became an issue when it was time to support continued data growth and plan for scalability. "We were trying to reduce our footprint while also thinking about our future," said Pat Hancock, who has been with Welch's as a Senior IT Analyst for seven years.

Welch's decided to install a two-site ExaGrid system as part of its datacenter upgrade and replication DR project. Welch's reviewed several solutions before choosing ExaGrid for primary backup and disaster recovery.

"The main reason we chose the ExaGrid system was its tight integration with Veeam. We are ninety percent virtualized and after doing some research, we learned that the combination of ExaGrid and Veeam would deliver the fast restores, data deduplication, and backup performance we were looking for," said Hancock.

ExaGrid-Veeam Solid Integration Delivers Fast Backups and Recoveries

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With the combination of ExaGrid and Veeam, users can instantly recover and run a virtual machine (VM) directly from the ExaGrid system in the event that the primary VM is unavailable. Unlike competing disk backup appliances, which only maintain a deduplicated copy of data and can take hours to reassemble or "rehydrate" the backup data, ExaGrid's high-speed landing zone maintains a full copy of the latest Veeam backups in their original formats.

Welch's backs up its entire production environment to the ExaGrid system, and with a typical full backup of nearly 147TB, strong data reduction is critical. Welch's uses Veeam's built-in data deduplication together with ExaGrid's zone-level deduplication to further reduce data.

"We're a big Veeam shop and the ExaGrid-Veeam Accelerated Data Mover helped us make our decision. Once you complete setup, you don't really have to think about it anymore, versus babysitting something. 'Set and forget' is a reality, and the same goes for Veeam. I like products like this," said Hancock.

ExaGrid combines standard compression along with zone-level data deduplication, which stores changes from backup to backup

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instead of storing full file copies. ExaGrid delivers extremely fast backup performance because data is written directly to disk in the landing zone. This unique approach reduces the disk space required, delivering unparalleled cost savings and performance. When a second site is used, the cost savings are even greater because ExaGrid's zone-level data deduplication technology moves only the changes from backup to backup, requiring minimal WAN bandwidth.

Unparalleled Customer 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.

"With ExaGrid, I have an assigned engineer and I never have problems getting to him. That's very important because if things go wrong, I don't have time to waste trying to find the right contact who can help," said Hancock. "I don't have to think about backup anymore – it just works. No need for micro-managing anything. My engineer is proactive and flags me if there are any concerns."

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 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 with compute and capacity to the existing system. 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. In addition, ExaGrid saves up to 50% over time in total system costs compared to competitive solutions by avoiding costly "forklift" upgrades.

Scalability to Grow

As Welch's business continues to grow, the ExaGrid system can easily scale to meet increased backup requirements. "It's nice to know that ExaGrid is there, and it's working," said Hancock. "I can put my mind at ease knowing things are predictable – and future growth will be seamless."

ExaGrid uses a scalable configuration, so when the system needs to expand, additional appliances are attached to the system, bringing with them not only additional disk but also processing power, memory, and bandwidth. This type of configuration allows the system to maintain all the aspects of performance as the amount of data grows. In addition, as new ExaGrid appliances are added to the system, capacity is automatically load balanced, maintaining a virtual pool of storage that is shared across the system.

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.

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**.