ExaGrid: W.A. Wilde Customer Success Story

WILDE

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– Robert Reeder,
CIO/CTO,
W.A. Wilde

Customer Overview

Founded in 1868 as a publisher of non-denominational religious materials, family-owned W.A. Wilde Company is a 50 million dollar Massachusetts-based provider of marketing and distribution services. Today, with the ability to laser print more than 1.8 million pages per day, Wilde has become a direct marketing powerhouse that can insert and mail more than 2 million envelopes per day, fulfill 25,000 orders, handle 20,000 literature requests per day, and perform inbound and outbound telemarketing. While this sounds impressive, the people at Wilde say that's not what sets them apart. Wilde's philosophy is that when it comes to adding value for clients, it's all about data.

W.A. Wilde

A company that makes data a major selling point invariably amasses a lot of it. About one gigabyte of new data enters Wilde's systems every day, which, after being combined with other information in the company's databases, produces a daily flow of about 100 to 200 gigabytes. With its business so dependent on data, Wilde needed an easy and cost-effective way to manage and protect it. They chose the ExaGrid disk-based backup system.

Wilde about Data

To fulfill its objective of helping clients reach and retain customers, Wilde captures and stores considerable information on its clients' customers and their purchasing histories. The company also mines and analyzes that data to provide business intelligence that allows them to develop product targeted at specific customer requirements. One example of this is their one-to-one marketing campaigns that use high speed laser printers to produce unique marketing materials for each customer and prospect.

In the past, Wilde backed up critical data to tape every night and conducted full tape backups every weekend, but there were problems with this approach. First, the company's systems are often in use from before six in the morning until after eight in the evening, which does not leave much time to backup their massive databases.

Furthermore, the weekend backups had become so large that they often ran into Monday morning, threatening the availability of systems at the beginning of the work week.

In addition, the slow and cumbersome nature of tape makes data recovery a very lengthy, labor-intensive and error-prone process. This issue made itself apparent when Wilde suffered simultaneous tape and disk failures that forced the company to revert to data that was more than a week old. Fortunately, the problem occurred in a test environment, but that type of failure was equally likely to happen in production.

Wilde recognized that it needed a cost-effective way to better protect its critical data, which is why it turned to ExaGrid Systems.

Cost-effective Disk-based Backup

ExaGrid is a cost-effective and scalable disk-based backup system that combines high quality SATA drives, compression, and data reduction for fast and reliable backups and restores. ExaGrid's innovative approach minimizes the amount of data to be stored by providing standard compression for the most recent backups along with byte-level data de-duplication technology for all previous backups. Byte-level data de-duplication technology stores only the changes from backup to backup instead

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of storing full file copies, reducing the amount of disk space needed to at least 20 to1, and resulting in a solution that is 30% the cost of standard SATA storage.

ExaGrid is easy to install and use, and works seamlessly with popular backup applications, enabling the organizations to retain their investment in existing applications. ExaGrid can be used at a primary site and at a second site to supplement or eliminate offsite tapes with a live data repository or for disaster recovery. When a second site is used, the cost savings are even greater because ExaGrid's byte-level data de-duplication technology moves only changes, requiring minimal WAN bandwith.

The ExaGrid Advantage

Why did Wilde choose ExaGrid? Because "it's the right way to do disk-based backup," said Robert Reeder, Wilde's CIO/CTO.

With ExaGrid, Wilde can now perform automatic, inexpensive, disk-based backups, while also getting a sophisticated disaster recovery solution at no additional cost. The company's offsite ExaGrid system is at its facility in Brockton, MA, while the primary ExaGrid is in Holliston, MA. If a disaster strikes the main data center, a primary disk becomes unrecoverable, or the company loses primary site communications, the company

can quickly switch over to the offsite repository in Brockton. Wilde no longer needs to wait hours or days to recover data from tape should a disaster strike. Instead, the backup data is available in minutes.

An added benefit of ExaGrid is that the backup is typically more up-to-date than tape. At first, Wilde scheduled four backups per day, but after tuning the system it chose to reduce that to twice daily.

Now, instead of having to recreate up to 24 hours worth of lost data after a disaster, as was the case when it relied on tape backups, the maximum data loss is now just 12 hours.

Wilde appreciates the intuitive, web-based ExaGrid management console. Authorized personnel can manage ExaGrid using just a Web browser, without the need for other software. Consequently, Matt Ronn, IS director at Wilde, can solve problems from home or anywhere else with Internet access.

What's the bottom line? "We solved a lot of different problems for the price of just solving one!", exclaimed Reeder. "The whole truly is greater than the sum of the parts."

For more information about ExaGrid, please visit us at www.exagrid.com or call us at 1-800-868-6985.

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**.

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