Data Backup Delight

DataBank helps clients enjoy uncomplicated, dependable backup, DR and more.

Summary

DataBank is a growing provider of enterprise-class IT business solutions in the United States. They are committed to helping clients address requirements for data protection, compliance and application development, and wanted to move past "Old IT." With the help of Actifio, DataBank created new, simple, fast data backup services and built a new service catalog which includes automated cloud-based Disaster Recovery within hours. Clients can see demonstrated proof of non-disruptive DR, faster application testing and higher quality development services. With their virtual data services, they became a strategic customer resource and cloud provider.

- -

> "We are viewed as a trusted advisor and can confidently say to a customer, "Forget all of those problems. Stop doing things that way. We can help you get it done better, faster and within budget. You'll be very happy. And they are."

— BRYAN PORTER
CHIEF TECHNOLOGY OFFICER AT DATABANK, LTD.

- -

Key Facts

WHO: DataBank, a provider of customized data center, managed services, and cloud solutions.

CHALLENGES: Backup complexity and costs with multiple separate applications and lengthy backup windows. Unsatisfactory DR, multi-tenancy, and differentiated service offerings. Insufficient automation, scalability and reporting capabilities.

IT ENVIRONMENT: Managed Oracle, SAP, VMware, NetApp, Cisco, systems and storage.

SOLUTION: Expanded service catalog with Actifio for backup, cost effective DR, testing and DevOps. One tool to protect and manage all physical and virtual application environments.

Organization Overview

DataBank is a leading provider of customized data center, managed services, and cloud solutions. They provide infrastructure and consulting services that help organizations protect and optimize IT resources to improve business performance.

With six data center locations strategically positioned throughout the central corridor of the United States, DataBank's enterprise-class, managed data center services are aimed at providing 100% uptime availability for data, applications, and equipment. DataBank delivers customers a premium, protected, high performance IT environment with custom-tailored data backup and disaster recovery solutions that satisfy specific business needs and objectives.

The Challenge

With enterprise-level business solutions for Data Center, Managed Services, and Cloud, DataBank serves a diverse customer base. From start-ups to enterprise clients in HealthCare, Hospitality, Oil & Gas and Entertainment, their clients want solutions that move away from the deficiencies embedded in "Old IT." Some had worries about compliance. All had mounting difficulties with data backup, inadequate disaster recovery (DR) and lack of automation.

DataBank's mission is to help clients address their IT challenges. Their service levels begin with a do-what-it-takes mentality and new referrals from their base are a major source of business growth. However, to continue growing, DataBank needed to provide clients with the data control and direct access they wanted. They needed a comprehensive multi-tenant solution, one that provided reporting without burdensome custom development.

In their traditional operations, DataBank had faced the complexity of operating four different "Old IT" data protection solutions, including Retrospect, Networker, and Symantec. Now they wanted something simpler, yet more powerful. They were looking for a complete, advanced and integrated capability that could meet a majority of needs. Cloud had changed everything. Solutions needed to move up the stack and offer customers broader cloud services that included heterogeneous data backup, compliance, disaster recovery and application development services.

Their clients cared about capabilities, not the underlying hardware or architecture. Client questions focused on services, reliability, and performance, not brand of CPU or storage. Decision makers were shifting from IT directors to business leaders and application developers. Actifio would enable DataBank to develop new offerings and provide both the physical and virtual foundation for differentiated services - different from competitors and beyond any capability that clients could achieve themselves.

> "Our initial reaction was similar to many of our clients when presented with Actifio capabilities. Prove it. And Actifio did everything we were told it could do. So we started building new services around it instead of just replacing what we had before."
>
> – BRYAN PORTER
> **CHIEF TECHNOLOGY OFFICER AT DATABANK, LTD**.

The Solution

As the potential for Actifio-based virtual data services became clear, DataBank began testing new offerings. Where data backup had previously been a minor focus, their Actifio-based backup quickly became a service leader. Actifio brought all of the required functionality onto one simple application behind one pane of glass. They had seen other major backup providers trying to play catch-up by renaming products or adding a few features "but it's really just the same thing they had before." "The first thing that attracted us to Actifio," said Porter, "was the ability to replicate between non-similar SANS. We had EMC and NetApp SANs and kept them on different code-levels, just so we could do replication. Actifio completely eliminated that complication." Data backup and recovery became fast and simple with a single application replacing many, while providing even greater functionality. Data mining clients with millions of small files could now complete daily backups and data analytics refresh without shutting down databases. DR testing for HealthCare and Financial clients became a straightforward, standard process that didn't interfere with production.

> "When we do demonstrations, the biggest challenge is that it looks too simple. But customers quickly get that this is a completely different solution from anything else. It leads to more strategic discussions about how to develop apps faster, become more competitive. It's not uncommon that we deal with high level execs and CEOs about how to accelerate their opportunities."
>
> – BRYAN PORTER
> **CHIEF TECHNOLOGY OFFICER AT DATABANK, LTD**.

DataBank significantly reduced client's difficulty in backup time and complexity. And it was more than backup. It was disaster recovery (DR) combined with non-disruptive DR testing. It was application test and development. It was a means to help customers with a full toolkit for DevOps. Where end-of-month reporting had been a 30-hour job, it was now complete in just 2. DataBank moved from by-request fulfillment of one-off solutions to creation of an entirely new and robust service catalog. They were addressing real client needs while creating a much stronger competitive position for themselves.

New Service Offerings – Immediate Benefits

Backup

DataBank clients are enjoying new backup simplicity with confidence in immediate recoverability. Client relationships have grown more strategic with shared benefits and profitability.

Disaster Recovery and Failover Testing

Combined with remote datacenter resources, DataBank has used Actifio Resiliency Director to create a robust and reliable set of DR capabilities. Regulatory compliance is much more easily attained, tested and demonstrated. For customers, DR is cost effectively achievable with simplicity, reliability and speed.

Enterprise Hybrid Cloud

By integrating Actifio into their services, DataBank is providing a broader set of easily accessible cloud-based data migration and cloud management solutions.

Development & Test

The DataBank Dev/Test services provide customers self-service access to accelerated high-quality development and testing resources. Clients gain faster application cycle times. The service eliminates client costs for hardware, software & licensing for internal application test and development environments.

DevOps Services

Built upon Actifio functionality, DataBank has implemented versatile DevOps services to help clients achieve better, faster development results. They provide a fully automated continuum from development to test to QA. Their automated cloud environment also supports clients transitioning to DevOps with the whole roadmap and toolbox they'll need, including data masking, access controls, cloud resources and data mobility.

"It isn't hyperbole - data protection has gone from afterthought to one of our biggest sellers. It allows us to get established clients to allow us to manage their backup as a start. And then, we show them a list of things that we can do that they can't do for themselves. It's all based on value not pennies per-megabyte."

– BRYAN PORTER
CHIEF TECHNOLOGY OFFICER AT DATABANK, LTD.