



CASE STUDY

Non-Stop Online Business, Protected and Accelerated

A Fast-Growing Online Healthy-Living Publisher Discovers Multi-Purpose Actifio

Summary

Lifescript, a company publishing online healthy-living resources for women, was facing severe data backup and recovery issues. Large SQL databases powered their platform. Any system outage had negative revenue impacts, and outages could stretch from hours to days. After selecting Actifio to address data protection, they had a near-immediate and reliable means for business continuity. In addition, they had new self-service data access support for accelerated application development, and a simple means for data integration during business acquisitions.

“Thinking about recovering a 10-terabyte database before Actifio is almost like comparing walking to driving an Indy car.”

— JACK HOGAN
CHIEF TECHNOLOGY OFFICER AT LIFESCRIPT



Key Facts

- WHO:** Lifescript, an online healthy-living publisher.
- CHALLENGES:** Long data recovery cycles and negative revenue impacts.
- IT ENVIRONMENT:** MS SQL Server, VMware, Pure Flash-storage, Cisco UCS, Hybrid Cloud, Deep Analytics.
- SOLUTION:** Actifio for backup, DR, application testing and development. One tool to protect and manage all physical and virtual application environments including data integration during acquisitions.

Organization Overview

Lifescript is a fast-growing online healthy-living publisher. With their website dedicated to women’s health, their mission is to create a place where women find and share healthy living

information. A high performance 24/7 IT platform is essential to their business which attracts 19 million unique visitors and 45 million page views

The Challenge

Lifescrypt is in growth mode. Their business, and revenue, rely upon a high performance healthy-living website that must always be available. It's a high pressure IT environment that uses virtualization, flash-storage, high-end servers and a flash-stack model managed in a hybrid cloud. The high-transaction, high-throughput environment sends half a billion emails every month. Large volumes of data are constantly moving through the data warehouse to support the deep analytics that is used to gain business insights.

Lifescrypt's biggest IT challenge was reliably protecting all their data and quickly restoring operations after any system failure. Every minute down means lost revenue, and, with databases of 10TB or more, outages were lasting hours, sometimes days. A new, fast, and reliable approach was a necessity.

"We were looking for a solution that was easy to manage, easy to integrate. It needed to scale across the entire hybrid environment. It had to backup everything and then push it off-site for reliable replication and recovery. Those objectives and goals have definitely been met by Actifio."

— JACK HOGAN
CHIEF TECHNOLOGY OFFICER AT LIFESCRIPT

The Solution

As Lifescrypt looked at options, they realized that Actifio could go far beyond resolving their data backup and restore requirements. First, Actifio addressed the big pain point with near instantaneous backup and recovery at "a single click." It assured reliable business continuity that could be flexibly set and easily tested. Dollars lost to downtime would no longer be a problem.

Beyond fast backup and restore, Lifescrypt has put Actifio to work in their agile test/development environment. Replacing a process that once dragged on for days or weeks, developers now have self-service access to spin up a virtual two terabyte production database copy in just a few minutes. "Applications are more quickly refreshed, the dev-test cycle is incredibly sped

up" according to Hogan, "and we have an infinite ability to pass changes through test and Q/A before we roll into production."

Lifescrypt has been growing top line revenue at 20-30% annually. They've been in acquisition mode as well and Actifio is helping to transfer and protect incoming data as new companies are integrated. The flexibility, automation, and simplicity of the platform helps to quickly expand data protection and extend business continuity to acquired environments through a single scalable platform.

"Having a very flexible solution for our backups has been really critical. And the speed to integration for acquisitions has meant improvements of process that allow us to create applications that run faster, perform better, and continue to hit the company's growth goals. We're double the top line than we were in 2014. The power of Actifio has really enabled us to improve both the velocity of acquisition and the velocity of company growth."

— JACK HOGAN
CHIEF TECHNOLOGY OFFICER AT LIFESCRIPT

Immediate Benefits

- **Data Backup and Recovery**—With near-instant data availability, Lifescrypt has achieved new backup/recovery simplicity, reliability and speed. Time to restore has gone from hours or days to just a few minutes.
- **Development & Test**—Application development and test capabilities are "incredibly sped up." Self-services data access has accelerated high-quality development and expanded capabilities of testing resources for rapid application cycle times.
- **Acquisition Integration & Business Acceleration**—Lifescrypt is using Actifio to help in the data transfer and protection during integration of acquired companies. The result is a simplified integration process that facilitates revenue growth.
- **Disaster Recovery and Failover Testing**—Combining in house and cloud based datacenter resources, Lifescrypt uses Actifio to create a robust and reliable set of business continuity capabilities with a positive bottom-line impact.