



Worldwide Distributor Lowers Risk and Refreshes Data Protection

Actifio Sky and AWS provide cost-effective backup and DR simplicity.

Summary

A worldwide distributor of meeting and registration supplies, pc/nametag was making the transition from catalog to web-based sales. They needed backup and DR certainty. They also needed to lower costs and complexity. To modernize their DR strategy, pc/nametag deployed Actifio Sky virtual appliances locally and to Amazon Web Services (AWS). They reduced expenses, simplified operations and achieved recovery times that were “100 times faster.”

Organization Overview

pc/nametag® is a worldwide distributor of meeting and registration supplies for groups of 20 to 12,000. The company, founded in 1985, is focused on helping meeting planners save time and help foster connections among meeting attendees. The company supplies thousands of in-stock and custom products at competitive prices.



Key Facts

WHO: pc/nametag® a worldwide distributor of meeting and registration supplies.

CHALLENGES: Backup/Disaster Recovery efficiency, complexity, and cost.

IT ENVIRONMENT: SQL, ERP, Windows, MS Office, Exchange, VMware—80% virtualized, Cisco, AWS.

SOLUTION: 2 Actifio Sky Virtual Appliances— Deployed locally and to Amazon Web Services.

The Challenge

Catalog marketing is costly. As a worldwide business, pc/nametag was transitioning from reliance on a printed catalog to on-line transactions. However, while they were increasingly dependent upon the web for sales and new customer acquisitions. Uptime and costs were critical factors.

For some time, pc/nametag had relied upon an expensive off-site private cloud for backup and DR. They wanted to reduce their costs while keeping or increasing DR functionality and performance. In-house backups were still tape-based, and recovering a file or a VM could take as long as 24 hrs. A database failure could take 4–6 hours to recover. With on-line business averaging \$10,000/hr., that was an unacceptable cost. They needed better recovery times and better options for recovery points.

The Solution

pc/nametag planned to continue local on-site backups and move to Amazon for remote DR/backup services. They considered moving to the Amazon cloud on their own, spinning up instances and constructing a home-grown approach in the way that they had been running in their private cloud. But the operations overhead wasn't practical or appealing. So, after evaluating alternatives, they turned to Actifio.

“We have a small IT staff. So we appreciate how easily Actifio Sky handles our local backup and how simple Sky makes using AWS for DR. In less than 30 minutes we recovered from an outage that would have lasted three or four hours with the old system. Actifio paid for itself in that one day.”

– DARRYL ANUNSON, **PC/NAMETAG IT MANAGER**

Using 2 Actifio Sky virtual appliances pc/nametag set up locally and with Amazon Web Services (AWS). The systems would handle backup for all their files and applications, as well as the all-important ERP database. (Tape would still be used to backup large and seldom accessed video and image files.) The resulting benefit gave them a single technology platform that provided faster RPO/RTO, built-in deduplication, and optimized bandwidth for WAN replication. The result addressed all their key initiatives, including:

- **Resiliency**—faster backup windows and nearly instant recovery
- **Agility**—instantly access to any data, application, VM or database for any use case.
- **Cloud Mobility**—fast and granular movement of data between production and AWS

Deploying Actifio Sky with AWS refreshed their BC/DR strategy, simplified infrastructure, and eliminated redundant systems. Expenses were projected to decrease ~\$55,000 over three years. Most important, pc/nametag improved their service levels (SLAs) across the board. With this refreshed DR strategy pc/nametag reduced risk and potential costs of downtime that could run to ~\$10,000/hr.

“We looked at some other options, but they were complicated and expensive. They cost more, but they weren't better.”

– DARRYL ANUNSON, **PC/NAMETAG IT MANAGER**

Immediate Benefits

- Decreased total cost of ownership by leveraging Actifio Sky with Amazon Web Services for Disaster Recovery/ Business Continuity
- 3-year savings: ~\$54,500–\$57,900
- Multiple point-tools eliminated with one solution for end-to-end data management and protection
- Improved SLAs including RPO/RTO risk and cost reductions
- Recovery times are “100 times faster” now including version control and flexible recovery points
- Refreshed DR strategy and reduced provisioned infrastructure

“The Actifio platform includes some tremendous capabilities. At the same time, it's easy to understand, set up, and use. And if we do need help, Actifio support has been excellent.”

– DARRYL ANUNSON, **PC/NAMETAG IT MANAGER**
