
Redstor Case Study

Ladbrokes Place A Safe Bet on Data Recovery with Redstor and Attix5 Backup Professional

“With Redstor’s independent advice and support on what they believed was right for us, we know we have certainly backed a winner...”

Jonathan Courteney, Systems Support, Ladbrokes

Case Study

Information Technology plays a critical role for Ladbrokes comprising of Windows 2000/2003 servers across 7 regional offices and a further 40 remote offices connecting to head office through 2Mb network connectivity. During 2005, the Ladbrokes IT team highlighted the fact that the current backup systems for this infrastructure could no longer meet the demands of the business in terms of functionality, complexity and cost.

Jonathan Courteney, Systems Support at Ladbrokes said “We were looking at our backup systems across all of our sites, as they were becoming more complex to manage and also unreliable in terms of being able to recover data, largely because we were relying on non IT staff at each site to take control of the backups, which is never ideal.” Over time the Ladbrokes backup infrastructure became unsuitable and the mix of various tape technologies, DVD’s, and the issues around managing both Veritas NetBackup and OnStream was becoming more and more of a headache. Considerations for a new backup solution to protect the data at the larger remote sites included the deployment of a small autoloader or tape library at each location, with CDR drives to backup data at the smaller sites.

Courteney continued “The backup process was completely manual, to the point where we could no longer rely on those systems – eventually data recovery became completely out of the question, with staff resigned to the fact if they lost data it was gone for good – that’s how unreliable backups became.



At A Glance

The Issues:

- Complex and costly manual backup systems
- Unreliable tape based recoveries
- Distributed data at 75 remote sites

The Redstor Solution:

- Attix5 Backup Professional
- Redstor Professional Services & Support
- Continued advice

The Benefits:

- Centralised backup
- Fully automated system
- Disaster Recovery
- Backup Window reduced by 70%
- Reduced costs in tapes & associated overheads

Redstor approached Ladbroke's and through a series of consultative meetings were able to ascertain and understand what was needed in order to completely revitalise the backup system for the remote sites. The aim was to give Ladbroke's a solution that was fully automated and easy to manage, and which also offered security, reliability and disaster recovery. Redstor introduced Ladbroke's to backup technology that would address the needs of the business whilst also removing the costs and unreliability of tape based systems; on the advice and with the support of Redstor, Ladbroke's made a decision to run a pilot using Backup Professional from Attix5.

Luv Duggal of Attix5 said "Good backup solutions need careful thought based on the needs of the client, but they are also about helping businesses work more efficiently whilst providing an intelligent way of protecting data. With Ladbroke's the challenge was to ensure data was protected and recoverable but also to streamline the process, ultimately saving substantial costs in hardware, software and time."

Redstor and Ladbroke's worked in partnership to deploy the pilot across selected systems to show the business the benefits that could be achieved.

"We were immediately impressed with the Attix5 software – the pilot really hit home the effectiveness and yet the simplicity of the technology in data backup and recovery for remote and distributed data – for us it was a simple decision to invest in the technology and roll it out across the company's remote locations." Courteney continued. "The benefits were instantly tangible – no more tapes and tape drives at remote site manned by non-IT staff, and no more back up issues. Monitoring the entire backup environment across all sites now only takes 10 minutes per day, whereas previously we could spend hours checking and still not be confident the backups had been successful. Data recovery can be centrally managed, with data either restored over the network, or for larger data quantities shipped to site on a removable disk. With Redstor's independent advice and support on what they believed was right for us, we know we have backed a winner." Courteney concluded.

Luv Duggal, of Attix5, said "Redstor quickly identified that Ladbroke's were facing all of the classic challenges of managing backups across a distributed environment; challenges which traditional backup technologies just do not address. In implementing Backup Professional software across the environment, Ladbroke's now have a fully automated backup process, with data consolidated centrally across existing network infrastructure to the IT Support office, then mirrored offsite for DR and all at a reduced cost to traditional tape - it's a textbook Attix5 deployment."

The solution was deployed across 75 sites within 8 weeks, and Ladbroke's are now looking to deploy the laptop edition of Attix5 to protect machines used at racetracks by specialist personnel.

About Attix5

Attix5 is a leading provider of online data backup and recovery solutions through its Backup Professional software. Its technology provides fail-safe protection against loss of critical business information. Backup Professional is a fully automated solution which can backup data wherever it resides – on servers, desktops, laptops or mobile computing devices – via any network connection (LAN, WAN, Internet or wireless). Users and administrators can quickly and easily recover data anywhere, anytime. Attix5's end customers range from SMEs and blue-chip companies to the Public Sector, and include Accenture, Burberry, Pfizer, PricewaterhouseCoopers, KPMG, DLA, Tiscali, Old Mutual, Dimension Data, Warwickshire County Council, Birmingham County Council and Oxford University.

About Redstor

Founded in 1998, Redstor is a profitable Managed Services and IT Solutions Company focused around storage, data management and protection. Over 50% of Redstor's income is repeatable based upon creating enduring relationships with its customers. Redstor has over 10 years of expertise in managing, supporting and monitoring customers' data either at their site, remotely or on Redstor's own online storage and backup platform.

Redstor's trusted consultative approach is based upon understanding prospects and customer's business and IT goals and vision, then establishing a base line, before working with the customer to build a plan of action and a solution. This approach was a major factor in Redstor winning the SNS Storage Integrator of the Year Award 2008.

For more information please contact redstor on +44 (0)118 951 5200 or visit www.redstor.com