

# Case study: Swiss Internet Werbe AG uses the Backup Enterprise Service from Arcplace

IW Internet Werbe AG (IWAG), based in Baar, Switzerland, provides services in the field of client data administration and sales. The company also helps its clients in programming web applications and designing, creating and maintaining websites, while operating its own data center. Product development, electronic data processing services and project management are other areas where IWAG assists its clients.



IWAG had been using an online backup solution for a long time. However, since it was very expensive, quite unwieldy and offered insufficient scalability, the company decided to look for a new solution. After four providers were given the opportunity to present their online backup services, and once the solutions were thoroughly examined, IT and general management opted for Arcplace's Backup Enterprise Service since it, according to Markus Gasser (project manager for backup at IWAG), "...simply had the best functionality. Only Arcplace could present a fully compatible and proven solution".

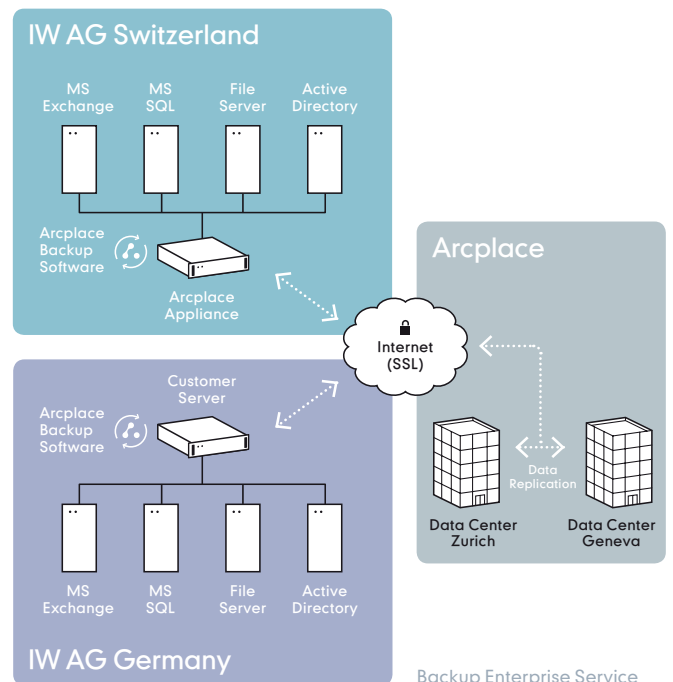
The project schedule was very tight. Thanks to regular visits to the company, the Arcplace team was able to react swiftly and accurately. The Backup Enterprise Service was installed together with the IWAG IT staff. Once the order was placed, it took only two weeks to get the complete solution up and running. The installation itself took less than two days.

Like a service provider, IWAG needs to keep track of which sub-companies have backed up data using the Backup

Enterprise Service. IWAG must be able to control these backups centrally and invoice each one separately.

The multi-tenant Backup Enterprise Service from Arcplace makes this not only possible, but also hassle-free. Pre-defined backup sets furthermore make the work easier for IWAG. The backup technology used for the service does not require software installation on the individual systems that are to be backed up. A single installation of the Arcplace Backup Software per location is sufficient to back up all systems of a given location.

IWAG project manager Gasser is delighted with the solution: "Arcplace's Backup Enterprise Service is very impressive: it is a tried and tested solution, and has all the special features we were looking for. Our staff were able to learn how to use the solution really quickly – it is intuitive and logically structured and can be mastered efficiently in a very short space of time. We were also very satisfied with the service that Arcplace offers. We feel extremely well looked after"



Using the Arcplace Backup Enterprise Service, IWAG secures data from SQL databases, Exchange servers and File systems. The data to be backed up is first stored in the cache of the two backup servers before being transmitted to the highly secure Arcplace data centers in Zurich and Geneva, where redundant copies are saved. Client data is protected by strong encryption at all times during transfer

and storage. The encryption key to the data is the exclusive property of IWAG.

Thanks to the new solution, IWAG now has a much better overview of the executed backup sets, which greatly facilitates reporting. In addition, the Arcplace solution only occupies a fraction of the physical space of the previous solution – only two rack units instead of a whole rack – and requires much less maintenance and power. Moreover, IWAG will be able to expand the solution on its own and adapt it to specific requirements. The Arcplace Backup Enterprise Service supports an extensive range of operating systems and databases; it can be used for servers, PCs and laptops alike and is suitable for data volumes of 10 GB to 100 TB. This makes it easy for IWAG to expand.

Since the different company locations back up their data in the same data pool, data de-duplication can be applied across the entire organization. This greatly minimizes the

volumes of data that are to be transferred between the backup servers and the data centers as well as the storage space required. Besides data de-duplication, an effective compression method reduces the data volume further and thereby cuts costs, since, regardless of the number of systems to be backed up and the number of backup software installations, IWAG only pays for the stored data volume, which makes for transparent budgeting.

Robbert Spierings, Managing Director at Arcplace, is very happy with the project execution: “It consisted of very smooth and target-oriented cooperation, which rapidly and successfully produced the intended results. Our entire team is always delighted when everything works and the client is satisfied. In addition to our archiving solutions, more and more clients are now showing an interest in our Backup Enterprise Service. It is a clear trend”, Spierings concludes.

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