



Leading Signage Company Signs Veeam to Protect its Data Centre



"The day you need to restore something very quickly to avoid downtime is the day you'll be glad you chose Veeam. When it really counts, Veeam works. It just works."

— **Geoff Winchester**
IT Network Administrator
Albert Smith Group

INDUSTRY:

Manufacturing

COMPANY:



Founded in Brisbane, Australia in 1873, the Albert Smith Group designs, manufactures, installs and maintains signage products for many of the world's leading brands. Wholly owned and operated by the fourth generation of the firm's founding family, the Albert Smith Group is one of the country's largest signage companies.

CHALLENGE:

IT operation requires fast and reliable data protection that needs very limited hands-on time.

SOLUTION:

Veeam Backup & Replication

RESULTS:

- Easy-to-manage protection for the modern data centre
- Multiple restore points and instant recovery options for optimal RPOs and RTOs
- Customised data protection and DR strategies to meet precise needs

The Business Challenge

The Albert Smith Group pioneered many of the standards and technologies used in the signage industry. For that reason, it was no surprise that the company was an early adopter of virtualisation. Ensuring data centre efficiency and business continuity are top priorities for the Albert Smith Group. Downtime could cost the company \$100,000 per day.

Minimal staff handle all IT operations at the Albert Smith Group. Therefore, the company seeks dynamic, user-friendly data centre solutions. While searching for a virtualisation platform, the company also sought a data protection and disaster recovery (DR) solution with an unprecedented track record for reliability. The DR solution had to be powerful, affordable and easy to use. Fast backup, replication and recovery were paramount.

Computer Merchants, a leading IT solutions provider and Veeam® Software ProPartner and reseller based in Brisbane, guided the Albert Smith Group to a solution that would become the pillar of support for its DR strategy.

"When the Albert Smith Group approached us, its intention was crystal clear," said Rhys Hammond, System Engineer at Computer Merchants. "The company needed a best-of-breed backup and recovery solution for its VMware vSphere environment that would require very little hands-on time. The Albert Smith Group is a successful, results-driven company that delivers the best product to its customers at the best price. We needed to provide the best data protection and DR solution at the best price."

The Veeam Solution

Computer Merchants recommended Veeam Backup & Replication™ to the Albert Smith Group because it provides powerful, easy-to-use and affordable backup, recovery and replication of virtualised applications and data for VMware vSphere and Microsoft Hyper-V.

Geoff Winchester is the IT Network Administrator at the Albert Smith Group. He uses Veeam to back up virtual machines (VMs) on site at the company's data centre and replicate VMs to a geographically separate DR site. He also uses Veeam to copy backups from the data centre's backup repository to their DR site. Veeam Backup & Replication has become the anchor for the Albert Smith Group's DR strategy.

"Veeam provides clear and concise backup and recovery options that help us avoid downtime," Winchester said. "When one of our file servers was infected with the CryptoLocker virus we used Veeam to restore the VM from a backup. We had the file server up and running fast. And if we need to recover items in Microsoft SQL, SharePoint and Exchange, Veeam offers fast granular recovery."

VEEAM PROPARTNER



Founded in 1979, based in Brisbane, Australia, Computer Merchants provides full data centre solutions to clients including hardware, software, virtualisation, disaster recovery (DR) and ongoing support and services. Computer Merchants also provides hosting services such as Software as a Service (SaaS), Backup as a Service (BaaS) and DR as a Service (DRaaS). The company has a global network of vendors from which it sources smart, cost-effective solutions to meet clients' exact needs. For more information, go to www.computermerchants.com.au

About Veeam Software

Veeam® is Protection for the Modern Datacenter™ - providing powerful, easy-to-use and affordable solutions that are Built for Virtualization™ and the Cloud. **Veeam Backup & Replication™** delivers **VMware backup**, **Hyper-V backup**, recovery and replication. This #1 VM Backup™ solution helps organizations meet RPOs and RTOs, save time, eliminate risks and dramatically reduce capital and operational costs. **Veeam Backup Management Suite™** provides all the benefits and features of Veeam Backup & Replication along with advanced monitoring, reporting and capacity planning for the backup infrastructure. **Veeam Management Pack™** (MP) extends enterprise monitoring to VMware through Microsoft System Center and also offers monitoring and reporting for the Veeam Backup & Replication infrastructure. The **Veeam Cloud Provider Program** (VCP) offers flexible monthly and perpetual licensing to meet the needs of hosting, managed service and cloud service providers. VCP currently has over 4,000 service provider participants worldwide. Monthly rental is available in more than 70 countries from more than 50 Veeam aggregators.

Founded in 2006, Veeam currently has 23,000 ProPartners and more than 91,500 customers worldwide. Veeam's global headquarters are located in Baar, Switzerland and the company has offices throughout the world. To learn more, visit www.veeam.com.

Before deploying VMware vSphere and Veeam Backup & Replication, the Albert Smith Group didn't have recovery point and recovery time objectives (RPOs and RTOs). With speedy, frequent backup for multiple restore points and instant recovery of whole VMs and individual application items, Veeam customers can count on RPOs and RTOs as short as five-minutes.

Hammond said he and his colleagues at Computer Merchants recommend Veeam Backup & Replication because it instills confidence in clients.

"With Veeam, our clients are 100% confident they can back up, recover and replicate business-critical applications," Hammond said. "They appreciate the resiliency Veeam offers, including the speed and ease with which they can restore items from backups and replicas and create lab environments to test their backups and replicas."

"Veeam helps us provide clients with a reliable and cost-effective way to replicate and recover their critical data," Hammond explained. "Veeam also enables us to reach out to VMware vSphere and Microsoft Hyper-V clients that we couldn't reach out to in the past, including those that follow strict regulatory requirements regarding data backup and recovery. Veeam helps us customise DR strategies to meet their precise needs."

"The day you need to restore something very quickly to avoid downtime is the day you'll be glad you chose Veeam," Winchester said. "When it really counts, Veeam works. It just works."

The Results

Easy-to-manage protection for the modern data centre

Built specifically for virtualisation, Veeam Backup & Replication provides the Albert Smith Group with near-continuous data protection for virtualised applications. Veeam is intuitive, easy to use and helps the Albert Smith Group maximise its investment in virtualisation.

Multiple restore points and instant recovery options for optimal RPOs and RTOs

With fast, frequent backup for multiple restore points and instant recovery of whole VMs and individual application items, Veeam customers can count on RPOs and RTOs as short as five-minutes. Failed VMs are restarted from the latest backup or replica in minutes. It's just as easy to restore guest files and application items. Veeam starts the application in an isolated Virtual Lab directly from a backup or a replica. From there, application objects can be quickly restored to the production environment.

Customised data protection and DR strategies to meet precise needs

Veeam Backup & Replication enables Computer Merchants to offer DRaaS to hosted clients running VMware vSphere and Microsoft Hyper-V. Computer Merchants customises DR strategies to meet their precise needs.



Learn more 
www.veeam.com

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