Wysetek implements Enterprise Backup Solution for a leading creative agency

The Customer's Business

Enterprise Backup Solution implemented by Wysetek helped achieve easy management of backup & restoration to customer.

Customer is one of India's largest and most admired communication groups. Having started operations in India way back in 1969, customer today has one of the star offices in Group network and part of the Interpublic Group of Companies (IPG). Headquartered in Mumbai, customer has a brilliant talent pool of 600+ people across seven cities all over India managing our 300+ clients. Over the years, they have helped build some of India's largest and most successful brands across categories; most of whom have been with the agency since their launch. The group has two creative agencies, offering marketing services across all media - dCell (design consultancy), GolinOpinion (PR, advocacy, influencer and social media), LinConsult (brand consultancy), LinEngage (experiential and activation), C:EX (video content), Voice X (Voice based digital brand experiences) and MediaHub (media planning & buying).

The Need for a Solution

Customer has decided to implement an enterprise backup solution which can be managed and monitored centrally from HO.

Customer has selected the top most specialised (for Virtualization Infrastructure) backup application which delivers unified data protection for any size enterprise with enterprise-class scale, performance and extensive workload integrations.

Wysetek has implemented a backup application for their backup requirement which provides a centralized console for administering backup/restore/replication operations in all supported platforms (virtual, physical, cloud). Also, the console allows you to automate and schedule routine data protection operations and integrate with solutions for alerting and generating compliance reports.

The Implementation

The implementation consists of data composed of VMware, Files & Application Server. The infra has both Physical and Virtual servers. Similarly, a business-critical application server is protected with a backup agent.

Backups are stored on a local backup server which gives greater percentage of deduplication, compression and encryption of data.

Primary copy will remain in DC location and secondary copy will replicate/Sync to DR location. Backup application creating an exact copy of a VM and maintaining the copy in sync with the original VM in DR.

Wysetek has designed and implemented backup solutions as per client's requirement in a professional manner at Mumbai (DC location) and Bangalore (DR location). The Report server was also deployed which enables real-time monitoring, business documentation and management reporting for backup & Replication, VMware vSphere and Microsoft Hyper-V. Report server helps customer to meet a specific business challenge — from monitoring the state of VMs and their performance, generating reports for capacity planning and upgrade purposes, to providing management with transparent and granular views of the virtual infrastructure from a business-oriented perspective.

Features of the solution

The technologies incorporated within Backup Application are like VMware Protection, Physical server Protection, WAN Accelerator and in-bulit deduplication, compression and encryption. Customer wants to take the full system backup locally and gets sync with the DR system.

Benefits

Recovery Point Objective and Recovery Time Objective are two of the most important parameters of a disaster recovery or data protection plan. These are objectives which can guide customer to choose an optimal data backup plan.

For customer Physical and Virtual setup which consist of their marketing and advertising data are protected with backup application to archiving the required RPOs and RTOs.

Key Benefits of Backup Application to customer

- Full system Backup is scheduled to protect the system which is very critical to them as all marketing and advertising related data resides on this system.

- Customer systems get backed up every 4 hours with a forward incremental backup chain and get sync with the DR System

- Backup application deduplicate the data due to only unique data segments are stored locally and then replicated at DR. It helps to complete backup 50% faster and it also uses less bandwidth and system resources during replication.

Key Features of Backup Application

- Can rebuilding entire server from scratch after a catastrophic failure.
- WAN Accelerator – Up to 50% faster Data replication.
- Supports major databases such as Oracle and Microsoft SQL.
- Hardened Security – Secure communications and improved encryption options for backup storage
- Granular VMware backup and recovery.
- Intelligent Data Deduplication and Replication.
- Data Integration API.
- Ransomware Protection and Simplified Data Management
- Instant Recovery for VMware.
- OpenStorage (OST) support.
- Plug-ins for Enterprise Applications.
- Report server is a web-based monitoring and analysis tool that looks at a customer's backup operations. It provides reports to help track the effectiveness of backups, service usage and expenditures.