

JOHN SANDS MEETS REPLICATION OBJECTIVES WITH VEEAM AND SILVER PEAK



When Greeting Card company John Sands (Australia) Ltd. failed to get within 10 hours of meeting its recovery point objectives (RPO) for replicating corporate data, Silver Peak made a compelling offer: “We will commit to making it work, and will not bill you until you achieve your RPO.”

John Sands, a subsidiary of American Greetings Corporation and a leading manufacturer of innovative social expression products, implemented Silver Peak’s data acceleration software quickly and easily – and bettered the four-hour target within a week.

John Sands virtualised its corporate environment under VMware after moving into new office space some time ago, according to Alfredo Chang-Jimenez, technical services manager and project management officer. After reviewing its business continuity plan, John Sands implemented Veeam data backup and recovery.

The IT team allocated half of a 20 Mbps network link between the company’s Melbourne headquarters and its Sydney operation for data replication. The other half for day-to-day traffic, including file transfers, email, VoIP and ERP.

“We set an RPO of four hours for data replication, but found we couldn’t even come close,” said Chang-Jimenez. “At best we were able to replicate in eight or nine hours over a weekend when data doesn’t change much. During the working week it took about 14 hours. So it looked to be a difficult and expensive task for us to come even close to the required RPO.”

The IT team had begun to consider options when technology partner IPsec recommended Silver Peak and introduced the vendor’s Oceania Director Brian Grant.

“Brian made a very interesting proposition”, said Chang-Jimenez. “He committed to making it work using Silver Peak’s virtual WAN optimisation software, and said he would not bill us until we achieved our RPO target. I thought that was a unique and compelling offer – a win-win situation for us.”

The John Sands team found the Silver Peak software easy to download and implement. They installed Silver Peak’s Velocity Replication Acceleration (VRX) software at each end of the Melbourne-Sydney link. The hosts running the Veeam Proxies were used for the Silver Peak VRX, reducing hardware costs and simplifying installation (See Figure 1).

Customer: JOHN SANDS

Business Challenges

- Deliver on a disaster recovery imperative by meeting its Recovery Point Objectives (RPO).

Network Background

- 20 Mbps network link between Melbourne and Sydney.
- RPO of four hours.
- Replication exceeded eight hours over the weekend and about 14 hours during the work week.
- Veeam used for data replication.

Silver Peak Results

- Deployed VRX in hosts with Veeam Proxies.
- Replication times reduced to three hours for 65 GB of data.
- Data reduced by at least 80 percent.
- Peak transfer rates 1000 percent better.

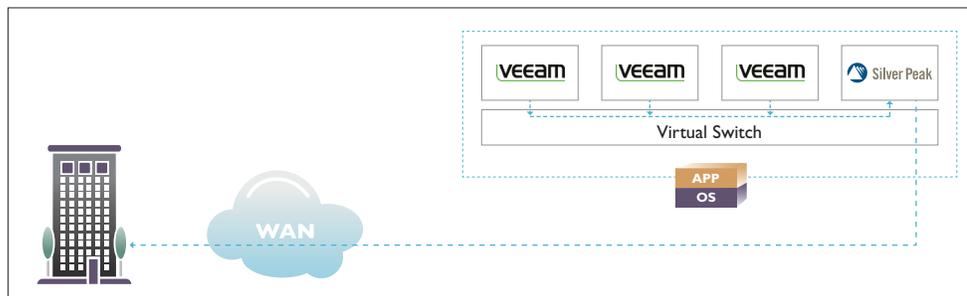


Figure 1: John Sands deployed Silver Peak’s VRX software in the same host as the Veeam proxy, making installation a snap while saving on hardware costs.

Within a week they had bettered their four-hour RPO for data replication. Today it takes just over three hours to replicate 65 gigabytes (GB) of data. The company holds 8.3 terabytes (TB) of data. Silver Peak's software achieves data acceleration by optimising the data flow to overcome congestion and latency. The company's Virtual Acceleration Open Architecture (VXOA) uses real-time deduplication and compression to minimise the volumes of data being moved. For John Sands, data load on the network is reduced by at least 80 percent, with peak transfer rates of 100 Mbps not uncommon, 1,000 percent improvement (See Figure 2).

Discussing the return on investment (ROI) with Silver Peak, Chang-Jimenez said: "The key advantage for both operating expenditure and capital expenditure lies in being able to achieve our RPO, because otherwise our entire DR strategy would have required rethinking."

He said bandwidth savings, server facility costs, productivity gains and application deployment costs all contributed to ROI.

The upgrade of Veeam to version 7 had worked particularly well with the Silver Peak VRX software, forming an extremely successful integration.

In considering WAN optimisation solutions, Chang-Jimenez went through a due diligence process and considered other vendor solutions. But after meeting Silver Peak, there was only one option.

"Backed by the assurance that their technology would work and allow us to achieve our RPO, their offer was utterly compelling. I was also keen to have a virtual appliance, which makes it easier for us to manage and is more cost effective. Silver Peak came along and delivered exactly the right solution."

Finally Chang-Jimenez expressed pleasure in the effective and thorough way in which Brian Grant and the Silver Peak team had handled and the deployment and implementation. "They filled us with confidence that their solution would be what we were looking for – and it was," says Chang-Jimenez. "They were also very relaxed about what became an excellent outcome."

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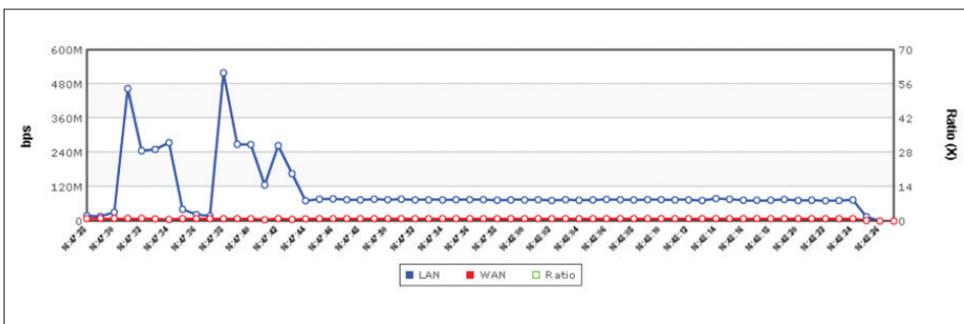


Figure 2: Silver Peak dramatically reduced the amount of Veeam data that had to be sent across the WAN enabling John Sands to meet its four hour RPO.