

## UNITY BANCORP

## ABOUT UNITY BANCORP

Headquartered in Clinton, New Jersey, Unity Bancorp, Inc. is an emerging financial service organization. Unity Bank provides financial services to retail, corporate, and small business customers through 17 retail centers located across New Jersey and in Northampton County, Pennsylvania.

## BUSINESS NEED

Unity Bancorp had recently completed a project to consolidate the backup of all of its 17 branch offices onto EMC Celerra and was using Celerra Replicator to back up to its DR site. The problem arose with the volume of data that was consolidated—the centralization was taking too long to replicate to its DR location due to insufficient bandwidth. Upgrading the existing WAN was too expensive and exceeded Unity's budget for the project. One of EMC's channel partner leads—Micros to Mainframe—brought in EMC Select partner Silver Peak to review the problem and assist in solution design. It was imperative that the consolidation be completed on time and within Unity's budget constraints. Through a proof of concept and in combination with Celerra Replicator, Silver Peak's NX appliances significantly improved Unity Bank's overall replication time.

## DISCUSSION

With an EMC platform already in place, EMC—in conjunction with Micros to Mainframe—was able to help Unity Bank by bridging the sale of Silver Peak's NX appliances. Silver Peak's scalable WAN acceleration enabled Unity to move more

data across the same WAN link with greater speed and reliability. A secure real-time replication of EMC hosts was performed and routed to an offsite disaster recovery center, expediting replication time from 16 hours to just 6 across the WAN.

"Silver Peak provides us with a cost effective way of moving lots of data between our distributed branch offices and data centers," said Mark Dirato, Vice President of IT at Unity Bank. "This ensures compliance with our disaster recovery objectives and reduces our ongoing IT expenditures by eliminating the need for local servers and tapes for backup and recovery. Going forward, we expect to take further advantage of Silver Peak's unique WAN acceleration architecture by optimizing VoIP and other real-time traffic across our WAN."

Unity Bank initially considered working with Riverbed, a worldwide technology and market share leader in wide-area data services (WDS). But Silver Peak offered a number of greater advantages, including: a better scale to support EMC replication; a greater breadth of supported applications (e.g. Unity's VoIP traffic); encryption to protect data between appliances; and the implicit benefits of working with EMC, an industry leader and well-trusted advisor. With Silver Peak, Unity was able to backup more data, recover data more quickly, and avoid purchasing more WAN bandwidth, which can cost up to hundreds of thousands of dollars per year.

## Case Study: UNITY BANCORP



## Application:

EMC Celerra  
Replicator

## Benefits:

- Replication time reduced from 16 hours
- Real-time data encryption across WAN
- No WAN bandwidth upgrade required