

CASE STUDY: FOOD MANUFACTURING

TO SUPPORT BUSINESS GROWTH, A MID-SIZED FOOD MANUFACTURER NEEDED EXPERT DATA MANAGEMENT SERVICES AND STRATEGIC BUSINESS CONTINUITY GUIDANCE

Ten years ago, a publicly held mid-sized food manufacturer was experiencing significant growth in its business that was putting strain on its internal data backup procedures. Though internal backup methods had served this organization well for years, the IT team realized that those methods were unlikely to scale as the business grew. Additionally, they were starting to realize the labor that went into managing data backup detracted from the firm's ability to manage other business-critical IT projects. To maintain ironclad data backup as they grew and to free up IT resources to work on projects to drive the business forward, this manufacturer decided to replace their existing internal data backup processes with data backup services provided by IPR experts.

"Every business that manages its own data backup and data center facilities eventually runs into similar challenges," said IPR Secure's Vice President of Client Relationships. "Internal data backup practices may work to a point, but managing the backup process and procedures using your own data center means shouldering the risk of data loss due to flood, fire, earthquake, power outage, and many other threats. To mitigate this risk, businesses with their own data centers need backup generators, UPS's, air conditioning and other related infrastructure, as well

as expertise on how to manage those data centers. Offloading this risk to IPR allowed the internal IT team to shift both the risk and the labor of managing the data center over to our team of experts at IPR."

As a result of the migration to IPR's tier 3 data centers, IT leadership was able to sleep easier at night knowing their data was safe and secure – and that their data management practices were strong enough to satisfy their shareholders. But soon enough, the IT industry evolved and their business continued to grow. Where leaders once asked, "Is my data backed up?" They now asked, "How quickly will I be able to access my data in the event of an emergency?" Regulations requiring publicly held firms to document their business continuity strategy soon followed.

IPR continued to build trust and rapport with this client. When it came time to address these concerns and build processes to be in compliance with emerging regulations related to business continuity planning, the internal IT team turned to IPR for strategic guidance on how to build upon their data backup strategy to build a realistic disaster recovery and business continuity strategy.

GOING BEYOND BACKUP WITH CUTTING EDGE DISASTER RECOVERY AND BUSINESS CONTINUITY

A major driver of this firm's decision to continue working with IPR was how IPR supported this firm over the years. The IT leadership at this firm are in the vanguard of accelerating cutting-edge IT strategies in manufacturing, in large part due to IT's importance within their organization. Every facet of the complex manufacturing operation runs on IT, and every minute a system is down results in the loss of tens of thousands of dollars. A work stoppage freezes thousands of workers in place on the assembly line and increases the risk of food product spoilage. For this reason, the health of the business is closely tied to the health of its IT environment.

"Over the years, this manufacturing company occasionally experienced the pain of data loss and came to IPR to recover lost data," said IPR Secure. "Each time, we met and exceeded their RPOs and RTOs. This positive experience also drove IT leadership to realize a true DR strategy would help them continue operations even more seamlessly in the event of an interruption. The team turned to IPR to leverage our expertise in recovering data and servers in the event of a disaster and meeting this critical business objective."

IPR implemented a combination of tools including IPR's DataGuardian and DR-as-a-Service (IPR DRaaS) to develop a DR solution to meet this firm's unique RTOs and RPOs. In fact, not only did it meet these standards but it exceeded them while also reducing the time necessary to test and maintain the system. In lieu of the time-consuming process of shipping servers via freight, IPR offered this customer a "one button test" for their DR strategy allowing them to verify systems and data are functional in seconds instead of days or even weeks.

Being as technologically savvy as they are, this firm's leadership had also been aware of trends in cloud computing and was interested in migrating some of their data from on-premise to the cloud. But at the same time, they were hesitant about migrating to the public cloud. Instead, they wanted to take small secure steps with their own private cloud while still leaving options open to leverage public cloud resources for certain specific use cases. This combination led them to pursue a private cloud with IPR.

"If you store a file that's mission critical to your operation, you will store that file multiple times across multiple

areas and multiple media," said IPR Secure. "Adding a private cloud to an IT environment already secured by a data backup strategy and disaster recover strategy adds another layer of redundancy and diversity to this customer's IT landscape. A private cloud with hybrid cloud capabilities also gives them the option to leverage public cloud for specific storage needs, DR needs, or compute needs if they so choose."

Another key area this firm invested in was monitoring. IT environments, business needs, and cloud options change constantly, and this firm wanted to be able to make changes to manage costs or choose higher performance options. They leveraged WrklödZ, IPR's proprietary single pane of glass cloud management software which enables clients to monitor their entire private and public cloud environment and make changes as necessary. This platform also allows team members to provision new servers in a matter of minutes.

RECLAIMING VALUABLE RESOURCES TO REINVEST IN THE BUSINESS'S FUTURE

This firm has leveraged a full suite of data management solutions including data backup, disaster recovery, and the private cloud, which means they now have a powerful IT environment that allows them to meet all of their RTO, RPO, DR, and performance requirements. At the same time, they're able to work more flexibly with the ability to provision new resources in minutes instead of months and to select public cloud options as needed.

"The environment this manufacturer has built with IPR over the last decade has vastly improved both their IT capabilities and their business outcomes," said IPR Secure. "Not only are they more secure than they have ever been, but they have a powerful and flexible hybrid cloud that allows them to reclaim business assets and to make changes as their needs evolve."

An emerging need is the ability to protect against an increasingly common threat: ransomware. When this manufacturer first began working with IPR for data backup, ransomware attacks were still relatively uncommon. Today, they are an everyday occurrence. The DR strategy IPR has implemented allows this business to meet aggressive RPOs and to recover data from the moment before the business was attacked, thereby mitigating the risk of both downtime and data loss.

Additionally, by moving data storage away from their facility, this manufacturing firm was able to reclaim the building that formerly housed the data center and to convert it into a center for product research and development. As a result, working with IPR had a material impact not only on the business's IT infrastructure but also on its ability to invest in future products, which is key to greater profitability in the future.

As this firm looks to the future of its IT environment, its diversified hybrid cloud provides everything they're looking for in a secure and compliant IT environment while also giving them the option to take advantage of select public cloud resource options. For example: if this firm wanted to experiment with artificial intelligence to better understand one or more of its data sets, they can – while still maintaining their own private cloud. It is also well positioned to maintain their high standards of performance.

"We're pleased to have been able to guide this firm along the continuum of services offered by IPR and are looking forward to guiding them through the next generation of IT advancements," said IPR Secure. "We're here to manage their private cloud and make sure their compliance, security, and uptime is maximized so they can continue to reach their business objectives."