

# Precision Dialogue Marketing Gains Rapid Restores, Reliable Disaster Recovery Solution with ExaGrid

CUSTOMER SUCCESS STORY



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Mike Fox  
Director of Network Operations

## Key Benefits:

- Online replication provides for reliable offsite disaster recovery
- No need to rehydrate recent backups, providing for rapid restores
- Competitively-priced solution protects IT budget
- Set-it-and-forget-it backup frees valuable IT staff time

## Customer Overview

Precision Dialogue Marketing (formerly Metrics Marketing Group) is an analytics-driven database marketing and interactive firm. The firm offers comprehensive analytics-driven database and interactive marketing services that include automated marketing systems, database development and hosting, and predictive modeling as well as website design, development and hosting, web analytics, user research, and more. Precision Dialogue Marketing's primary data center is located in Westlake, Ohio, and their DR site is located in Pittsburgh, Pennsylvania.

## Wanted: A Reliable Disaster Recovery Solution with Less Dependence on Tape at a Great Price

Prior to ExaGrid, Precision Dialogue Marketing had been using tape for their daily backups, but their tape-driven solution didn't make it easy to store their data at an offsite disaster recovery location.

"Once we put a DR site online, we needed replication to get the data over there," said Mike Fox, director of network operations at Precision Dialogue Marketing. "Tape doesn't really get you that because once the data is on tape, then you have to take it all the way from Cleveland to Pittsburgh in our case."

Fox wanted something that would reliably get the data offsite without too much administration. "We wanted something that was going to basically just be a set-it-and-forget-it type of solution where we just configure the backups, configure the replication, and then don't worry about it—it's over to the DR site every day," Fox added.

Once they determined what they needed, they wanted to get it at the best price and decided on ExaGrid. "It was just a combination of cost versus what you get. Obviously there are other companies that do the same thing but at a higher cost," said Fox. "I guess our perspective was: why pay more money for basically the same functionality?"

## With ExaGrid, Rapid Restores and Reliable Disaster Recovery

Precision Dialogue Marketing installed ExaGrid at their local Westlake, Ohio site and also at their remote Pittsburgh site, and began seamlessly backing up their data to the ExaGrid in Westlake with Symantec Backup Exec, and then replicating their data to the Pittsburgh site. "With tape previously, that was a pain; now, I get daily alerts, and as long as everything looks good, then I don't have to do anything," said Fox. "I also get an email every day telling me that the data replicated over fine, so that's basically it; I just don't have to worry about it."

In addition to having a reliable DR solution, Fox also found that he could restore data much faster than with tape. "Before, when we were backing up to tape, we had that whole problem of getting the right tapes, and there's a huge turnaround," said Fox. "Now, the ExaGrid keeps about two weeks worth of data, so if somebody deletes a file within the last two weeks, I can restore within, literally, a minute or two."

## Easy to Install, Outstanding Customer Support

ExaGrid comes packaged as a turnkey appliance and was designed to be easy to deploy and manage and to deliver maximum uptime with redundant, hot-swappable components. All components are fully supported by ExaGrid's trained, in-house engineers dedicated to individual accounts.



“Installation was really easy; since then we haven’t really had any problems at all,” said Fox.

## ExaGrid’s “Buy-as-You-Go” Scalability Negates Forklift Upgrades

The ExaGrid system can easily be expanded to accommodate more data. ExaGrid’s GRID computing software makes the system highly scalable, and when plugged into a switch, different sized configurations can be mixed and matched into a single GRID system with capacities of up to a 130TB full backup plus retention. Once virtualized, they appear as a single system to the backup server, and load balancing of all data across servers is automatic.

## ExaGrid and Symantec Backup Exec

Symantec Backup Exec provides cost-effective, high-performance, and certified disk-to-disk-to-tape backup and recovery – including continuous data protection for Microsoft Exchange, SQL, file servers, and workstations. High-performance agents and options provide fast, flexible, granular protection and scalable management of local and remote server backups.

Organizations using Symantec Backup Exec can look to ExaGrid as an alternative to tape for nightly backups. ExaGrid sits behind existing backup applications, such as Symantec

Backup Exec, providing faster and more reliable backups and restores. In a network running Symantec Backup Exec, using ExaGrid in place of a tape backup system is as easy as pointing existing backup jobs at a NAS share on the ExaGrid system. Backup jobs are sent directly from the backup application to the ExaGrid for onsite backup to disk.

## Intelligent Data Protection

ExaGrid’s turnkey disk-based backup system combines high quality SATA drives with zone-level data deduplication, delivering a disk-based solution that is more cost effective than standard SATA drives. ExaGrid’s zone-level data deduplication technology stores only the changes from backup to backup instead of storing full file copies, reducing the amount of disk needed by a range of 10:1 to 50:1 or more, resulting in a solution that is 25% to 30% the cost of standard SATA drives.

The ExaGrid system is easy to install and use and works seamlessly with popular backup applications, so organizations can retain their investment in existing applications and processes. ExaGrid servers can be used at primary and secondary sites to supplement or eliminate offsite tapes with live data repositories for disaster recovery.

**For more information about ExaGrid, please visit us at [www.exagrid.com](http://www.exagrid.com) or call us at 1-800-868-6985.**

## About ExaGrid Systems, Inc.

Customers worldwide depend on ExaGrid Systems to solve their backup problems—effectively and permanently. ExaGrid’s disk-based, scale-out GRID architecture adjusts to increasing backup demands due to constantly growing data volumes. It is the only solution that combines compute with capacity as well as a unique landing zone to permanently shorten backup windows and eliminate expensive forklift upgrades. Learn more at [www.exagrid.com](http://www.exagrid.com).