IBM Customer Reference

Backup Avenue

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Synopsis:

An online computer services company quickly expands its market share by 20 percent and anticipates even higher growth rates in the future after upgrading its backup platform to include IBM Tivoli Storage Manager Extended Edition, Tivoli Storage Manager for Databases and Tivoli Storage Manager for Mail

Location:

Paris

France

Industry:

Computer Services
Professional Services

Focus Area:

Small & Medium Business, Systems & Network Management, on demand Operating Environment

URL:

http://www.backupavenue.com

Customer Background:
Backup Avenue operates a remote backup service through the Internet. More than 300 clients in the finance and banking, retail, manufacturing and government industries use the service to back up mobile computers and servers with all types of operating and e-mail systems, including Microsoft Windows, UNIX, Linux, MacOS, Lotus Notes and Microsoft Exchange. The company stores customers' data at its secure site, then duplicates the data and stores it at a second remote site.

Business Need:

When Backup Avenue first began operating in 2001, it chose IBM Tivoli Storage Manager software as the core application for its proprietary Web-based supervision and administration system. The company selected Tivoli software because of its ability to support backups for virtually every type of database, operating system and e-mail system on the market. Tivoli Storage Manager software also uses advanced algorithms to optimize backup and recovery times.

Because of its rapid growth in a large market, Backup Avenue needed to scale up its platform. The company needed to have a highly scalable platform that would allow it to operate in multiple environments. It wanted to set up a cost structure based on service levels, the nature of each technical environment, the number of targets and remote sites involved and the amount of data to be duplicated.

Solution:

To enhance its online services, Backup Avenue updated its existing Tivoli Storage Manager platform. With the updated software, Backup Avenue accommodates storage capacity needs ranging from 1MB to 10TB and beyond. Now, a customers' capacity can evolve as needed, without a requirement to invest more or negotiate a new budget. The company offers uniform backup procedures, even for large organizations that have multiple sites and platforms, such as laptops and mainframes. The solution includes:

- IBM Tivoli Storage Manager Extended Edition (SR 5.2.4 for servers, SR 5.2.3 for Microsoft Windows clients, SR 5.2.2 for Macintosh clients, SR 5.2.3 for NetWare clients)

- IBM Tivoli Storage Manager for Databases (SR 5.2.0 for Oracle and SR 5.2.1 for SQL)

- IBM Tivoli Storage Manager for Mail (SR 5.2.3 for both Lotus Notes and Microsoft Exchange).

The Tivoli Storage Manager for Mail software automates data protection for servers running Lotus Domino or Microsoft Exchange to allow continuous operation of e-mail servers during data backups and restorations. The module uses application programming interfaces (APIs) from e-mail application vendors to perform these online backups without shutting down the server, which helps to protect growing amounts of new and evolving data without impacting performance. For Lotus Domino databases, the software captures only information that has changed, which reduces online traffic because the company does not have to perform full database backups as frequently as with previous releases of the software. IBM completed the migration in just two days.

Benefits of the Solution:

After updating its IBM platform, Backup Avenue realized sales and market share growth of 20 percent. The company benefits from the IBM software's multi-platform coverage, high scalability and capability to reduce online traffic by saving only useful data.

By deploying Tivoli Storage Manager software as a shared resource, Backup Avenue offers complete backup and recovery services to all types of organizations at a lower cost. Its pricing policy reflects an "on demand" approach because it charges a monthly fee that allows customers to freely adapt the population of users that they back up (within certain storage limits). As a result, virtually any type of organization is a potential client. Backup Avenue projects a 60 percent growth rate for 2004.