

Case Study

emperor



creativity | service | solutions

Emperor Design is an online design and communications company, specialising in corporate, marketing and investor communications. The company boasts such clients as British Energy, Computacenter, Stagecoach Group and Moneysupermarket.com as its customers. Emperor Design helps its clients define their communications objectives and build their relationships with investors, employees, customers, prospects and the wider community. They do this by combining forward-thinking strategic advice with creative and technical expertise, enabling them to deliver distinctive business communications across all media.

SECURSTORE PROTECTS EMPEROR DESIGN'S VIRTUAL ENVIRONMENT

Award-winning Design Agency chooses Cloud Backup from SecurStore As a design company Emperor Design accumulates many images and artwork, the majority of which are invaluable and irreplaceable. It is this digital data that is mission critical to Emperor Design and which prompted it to conduct a review of the company's Disaster Recovery and Business Continuity Plan.

The review, conducted by Emperor Design's IT Director, Tony Drant, concluded that the company needed to change from its traditional tape-based data back-up and recovery process to a cloud based backup solution, which is much more reliable and scalable.

Emperor Design, who run a virtual server environment, turned to SecurStore, the cloud backup and recovery specialists, to provide a solution for their offices in London, Edinburgh and Birmingham. SecurStore implemented their agentless backup solution with the emphasis on having the ability to restore individual files, emails and large volumes of data both accurately and securely in a cost effective environment.

Central management of critical data

SecurStore is now protecting 5TB of data across its 2-tier solution enabling Emperor Design to keep critical data for rapid recovery on the online tier whilst less-important data is kept on the archive tier.

The archive tier enables companies to have the option to automatically backup data in different ways depending on the importance of their data. By freeing up storage capacity used online, and moving it to long term storage, the cost of storing the data is significantly lower. This gives Emperor Design the peace of mind that the cost will stabilize over a long time period.

The less critical or older backup data is meta-tagged by the archive tool before it is archived offline, so that archived backup data can easily be restored if required. The archive tool also intelligently manages the movement of data from the online storage to the archive storage, whereby backup data which is no longer critical or required day-to-day, is automatically moved to the archive, but is still accessible.

Cost effective Archiving Emperor Design now benefits from a robust disaster recovery solution that manages the data for them and allows easy access to the archived data. The company is now also able to archive old emails, as well as the ability to restore individual items or mailboxes, thanks to SecurStore's Message Level Restore tool used on the Exchange server.

// We conducted 2 – 3 'live' tests of SecurStore's cloud backup and recovery solution and were impressed with the results and software support. The reliability of the service is unrivalled and the 2-tier model makes the solution sustainable over a long period of time. //

Tony Drant

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