



## TradeCard keeps global commerce flowing with EMC RecoverPoint

### BUSINESS VALUE HIGHLIGHTS

**Profile:** TradeCard is the leading provider of software as a service (SaaS) supply chain management solutions. The TradeCard Platform synchronizes financial transactions with physical events in the global supply chain to help customers automate trade transactions from purchase order to payment and chargebacks. Buyers, sellers, and their trading partners manage transactions through a Web-based platform with online financial services integrated into the workflow. This turnkey transaction management enables customers to improve margins and enhance growth with extra-organizational supply chain visibility. TradeCard's on-the-ground trade experts throughout the world assure superior supply chain agility.

TradeCard manages global trade for thousands of users in over 40 countries, including Columbia Sportswear, Rite Aid, and Wolverine Worldwide. TradeCard Inc. is headquartered in New York City and has offices in San Francisco, Hong Kong, Brussels, Taipei, Seoul, Tokyo, Colombo, and Shenzhen. TradeCard is located online at [www.tradecard.com](http://www.tradecard.com).

**Challenge:** TradeCard needed a more robust and comprehensive continuous data protection solution to address its rapidly growing information infrastructure.

#### Business Value Achieved:

- Recovery time objectives reduced from two hours to 15 minutes or less and with a replication lag of less than one minute;
- Validation of database integrity completed in four minutes compared with several hours;
- Fifty percent decrease in bandwidth usage and lower data protection costs due to 5:1 data compression during replication; and
- Disaster recovery drills accomplished in minutes rather than hours and with three administrators instead of the eight formerly required.

### SOLUTION SNAPSHOT

- **Primary Applications:** IBM DB2 supply chain automation
- **EMC Software:** EMC RecoverPoint software
- **Storage Infrastructure:** 18 terabytes of EMC networked storage, including CLARiiON CX-series Fibre Channel and ATA storage; 10 terabytes used for production storage and 8 terabytes used for disaster recovery
- **Processing Environment:** Sun Solaris and Dell Windows servers

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TradeCard provides global trade solutions for financial and physical supply chain automation. Financial services for funding, credit protection, money management and export financing are available on the TradeCard Platform for 2,500-plus customers across 40 countries. The company, which offers its solutions as software as a service (SaaS), annually handles over \$5 billion in purchase orders, payments, charge backs, and other business transactions across its worldwide network. Because of the global, financial nature of its business, customers hold TradeCard to the highest standards of data security, safety and integrity.

As TradeCard's business grew, its disaster recovery strategy needed to be enhanced to better handle the demands of a 24x7 financial business. As a result, the firm moved to a continuous remote replication (CRR) solution based on EMC® RecoverPoint software and EMC CLARiiON®-based storage area networks (SANs).

“In fact, we attribute our rock-solid information protection to be a major factor in our business growing by an average of 60 percent over the last three years. When we consider the combination of faster growth, lower costs, and more secure operations, RecoverPoint has generated a huge return on investment for our business.”

— Anthony Ercolino, Vice President of Data Center Operations, TradeCard

Anthony Ercolino, TradeCard's Vice President, Data Center Operations, said, “In recent years, expansion of our business has required a more comprehensive approach to business continuity. With EMC RecoverPoint, we've ensured that our customers' sensitive financial information is secure, protected, and accessible even as our information storage capacity has more than tripled. Data recovery time, for example, has shrunk down to minutes and with virtually no replication lag. We've also lowered our disaster recovery costs.

“Since deploying RecoverPoint, we've seen growing confidence from the market in our business model. In fact, we attribute our rock-solid information protection to be a major factor in our business growing by an average of 60 percent over the last three years. When we consider the combination of faster growth, lower costs, and more secure operations, RecoverPoint has generated a huge return on investment for our business.”

### Recovery timeframes slashed from hours to minutes

TradeCard deployed EMC RecoverPoint software to continuously mirror data stored on an EMC CLARiiON-based storage area network (SAN) at its primary data center to another CLARiiON-based SAN at a remote site located 100 miles away. The EMC CRR solution provides rapid failover and recovery in case of infrastructure failure, site disasters, or corruption of the production database images.

“We've significantly increased the availability of our information assets in a full range of scenarios, which allows us to comply with the strictest service-level agreements (SLAs) for our customers,” explained Ercolino. “RecoverPoint continuously replicates and synchronizes constantly changing information to our remote site, ensuring that we consistently deliver recovery time objectives of 15 minutes or less. This has translated into 99.99+ percent uptime for our customers.”

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## 100% data consistency at remote site

TradeCard depends on RecoverPoint to replicate data between its two sites with virtually no data lag. If data loads increase significantly, RecoverPoint automatically switches to asynchronous mode temporarily until the load has lessened, and then reverts to zero-lag mode.

Ercolino stated, “Being able to ‘intelligently’ alternate between synchronous and asynchronous replication helps us achieve the optimal balance between high system performance and data consistency. Plus, with less than a minute lag time in database replication, we have 100 percent consistent copies of the production databases at the remote site.”

Data replication is conducted over a virtual private IP network that supports speeds of 100 megabytes per second. To further enhance information security and protect against intruders, the network incorporates data encryption, firewalls, and monitoring services.

## Fraction of staffing resources required to run disaster recovery drills

When TradeCard relied on an archived log disaster recovery system, it took six data center staff members plus two quality assurance (QA) technicians to run quarterly disaster recovery drills and validate data as required by its SLAs with customers. Now, a single IT administrator and two QA technicians are able to handle those drills.

Ercolino explained, “Because RecoverPoint has automated so many manual processes, our IT staff spends less time managing disaster recovery drills even though our storage infrastructure is several terabytes larger than before. Less training is also required because RecoverPoint is so easy to learn and use.”

“For example, we’ve reduced the time to perform our disaster recovery drills from several hours to minutes and with a fraction of the IT staff we once required. Not only does this represent a significant cost savings to the company’s operations, but it frees up our staff to focus on other activities that lead to new and improved services for customers and ultimately more revenue for our company.”

In addition, because RecoverPoint continues to replicate production data in the background during disaster recovery drills, the integrity of storage at both sites remains intact and there is no degradation of production system availability and performance.

## More efficient processes save time and money

To remove the possibility of introducing human error into the continuous replication process, TradeCard has fully automated its reconciliation and backup procedures. Today, the system automatically validates the integrity of the entire database in less than four minutes—a process that used to take the company several hours to perform manually.

“Because it’s so much easier to validate our databases and run drills, we can perform these activities more frequently, which helps to ensure a more reliable infrastructure,” noted Ercolino.

TradeCard has achieved further cost efficiencies as a result of RecoverPoint’s wide area network (WAN) bandwidth compression during replication. This has enabled TradeCard to cut bandwidth usage by 50 percent, allowing its existing network infrastructure to absorb growing transaction volumes and lower its overall cost of data protection.

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## Offloading backup to remote site avoids production slowdowns

Using RecoverPoint, TradeCard was able to offload its backup processing to its disaster recovery site. The company houses its IBM DB2 customer transaction database on its high-performance EMC CLARiiON Fibre Channel storage, and non-mission-critical back-office applications and backups on CLARiiON ATA drives. The backup process involves replication of data from the primary data center to the CLARiiON ATA drives at the remote site, providing cost-effective temporary backup storage before data is automatically archived to tape.

Ercolino commented, "Because replication continues running in the background during the backup process, RecoverPoint gave us the flexibility to move our backup and archiving operations from our production data center to our remote site. As a result, our backups are based on current production data. In addition, the backup process can run full tilt at our remote site without slowing down production system performance at our primary data center."

## Expanding the Reach of Global Commerce

With a sophisticated disaster recovery solution, TradeCard provides a robust infrastructure that enables money, products, and data to keep flowing through the supply chain and global commerce to continue without interruption.

"RecoverPoint assures that we can grow our business based on our strategic objectives," Ercolino stated. "In fact, with EMC, our IT investments have been transformed into enablers of our growth and strategy."



**EMC Corporation**  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381

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Customer Profile

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