

Sempre Technologies Ltd.

Data storage experts tap global markets with EMC CloudBoost

Security and efficiency for long-term data retention

Essentials

Industry

Data storage and protection

Organization size

12 employees

Business challenge

- Customers still relying on tape media for long-term retention
- Tape media too unreliable, insecure, and costly

Results

- Achieved deduplication and compression of 6.5:1
- Accelerated offsite backups 75 percent compared to tape
- Projected to reduce time overseeing managed services customer workloads by 30 percent
- Eliminated security risks while reducing costs substantially

Solutions

- EMC CloudBoost
- EMC Data Domain
- Data Protection Suite
- Microsoft Office 365, Microsoft Exchange, Microsoft SQL Server, and MySQL

When it comes to delivering and managing technology solutions, success does not depend on organizational heft. It more likely comes from talented staff and technological efficiency. Sempre Technologies Ltd. is a case in point. This 12-person firm in Auckland, New Zealand is taking on global markets with innovative solutions for data storage, protection, and security. One of their key advantages is the cloud.

With two decades of experience, the Sempre team knows how to match the right technology to each customer's needs. For most projects, that means next-generation EMC storage and data protection. Yet 90 percent of Sempre's customers still rely on tape for long-term data retention.

The problem with tape is reliability, security, and cost. Older tapes can't be read by newer drives, when they work at all. Few customers encrypt data stored on tape, leaving them exposed if tapes ever fall into the wrong hands. Plus, the cost of tape media, along with all the physical handling and transportation, is increasing.

To provide customers with a viable alternative to tape and improve the efficiency and security of its own data protection strategy, Sempre adopted EMC® CloudBoost. Sempre now can move large volumes of protected data to cloud storage quickly, reliably, and securely. By eliminating tape media management, CloudBoost also will enable Sempre to eliminate 30 percent of its time spent administering its managed services workloads. It also reduces costs substantially while opening new markets for Sempre to expand worldwide.

Environment

As a CloudBoost customer, Sempre deployed CloudBoost with EMC NetWorker® unified backup and recovery—part of the EMC Data Protection Suite and EMC Data Domain® deduplication storage systems. NetWorker backs up Sempre's internal production applications to Data Domain. Copies of periodic backups are then cloned to CloudBoost, which deduplicates, compresses and encrypts the data before saving it to Amazon Web Services (AWS) S3 for long-term retention (LTR). These applications include Microsoft Exchange, Microsoft SQL Server, and MySQL databases. Sempre also clones its production and lab test backups from Data Domain through CloudBoost to AWS.

As a managed service provider, Sempre is gearing up to offer its customers Long-Term-Retention-as-a-Service, also based on CloudBoost, NetWorker and Data Domain.

To provide its customers maximum choice, Sempre plans to add Microsoft Azure as a CloudBoost target in the near future as well as a private cloud optional based on EMC Elastic Cloud Storage (ECS).

The company relies extensively on EMC for internal storage and customer solutions, including EMC VMAX® enterprise storage and EMC VNX® unified storage. Sempre also uses EMC SourceOne™ to archive Microsoft Office 365 data locally.

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—Richard Hoare, Technology Manager, Sempre

Less tape, less time, less money

With CloudBoost, Sempre dramatically improved backup efficiency and performance. For example, thanks to deduplication and compression ratios of 6.5:1 CloudBoost mitigates bandwidth and latency issues. This allows Sempre to move large volumes of data into or out of the cloud 75 percent faster than backing up to tape. Moreover, it consumes less cloud capacity, enabling Sempre to handle more workloads at lower costs.

When managing long-term retention of customer backups, CloudBoost also will save Sempre time.

Richard Hoare, Sempre's technology manager, remarks, "A full 30 percent of our workload for customers is tape media management. With CloudBoost, we'll reallocate that time to focus on other aspects of the business that add value."

He adds, "By providing CloudBoost-based LTR to customers managing their own backup environments, they'll realize substantial cost savings due to eliminating tape and all the associated overhead."

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Self-service data recovery

Since only 10 percent of Sempre's customers use encrypted tapes, CloudBoost also addresses a major security issue. CloudBoost provides data security in-flight and at-rest by segmenting and encrypting data before sending it to the cloud. This eliminates the inherent risk of transporting unprotected tapes between facilities.

In addition, CloudBoost can recover data much faster and more efficiently compared to offsite tapes, which can take a day or more to transport before restoration even begins. In contrast, CloudBoost enables customers to immediately begin full or incremental restores from data stored in the cloud.

CloudBoost also integrates with other Data Protection Suite features including DP Search. "With the search capabilities of Data Protection Suite, customers can find the data they need across CloudBoost, Data Domain, and other backup storage, and even do their own recoveries by using just a Web browser," Hoare explains. "This alleviates the need to involve backup administrators, which is another cost saver for them."

Cloud portal simplifies management

Thanks to streamlined integration between NetWorker and CloudBoost, Hoare expects customers to enjoy an easy move to CloudBoost from tape.

"CloudBoost is simple to set up, and since most of our customers have used NetWorker, they can expect a seamless transition," he notes. "We also like how easy it is to manage CloudBoost and automate updates through Cloud Portal. Our larger customers especially will appreciate having a single pane of glass to monitor and manage multiple CloudBoost appliances through Cloud Portal."

Company overview

Sempre Technologies Ltd. specializes in data storage, protection, mobility, security, and cloud integration, serving customers across New Zealand and Australia. The company's highly skilled engineers bring a wealth of technical knowledge and business experience to provide proven solutions for small, medium, and enterprise-level organizations in government, financial, education, and research markets.

Global business opportunities

With the efficiency, reliability, and ease-of-use CloudBoost brings to long-term data retention, Sempre has strengthened its ability to tap new markets. For example, Sempre plans to target medium-sized businesses needing a secure, cost-effective alternative to tape. In addition, CloudBoost's flexibility is opening up opportunities with global enterprises that can access cloud from any location in the world.

Hoare comments, "We have customers in New Zealand that also have offices in China, Mexico, the U.S. and UK. CloudBoost now gives us a way to support their international data retention requirements, which is a major step toward expanding our business globally."

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