

> Fred. Olsen safeguards customer service levels with automated data backup



CLIENT PROFILE

Industry: Travel/Cruise
Company: Fred. Olsen
Employees: approximately 2,000



BUSINESS

Fred. Olsen is a group of companies owned by the Olsen family. Its main UK-based businesses are focused on renewable energy, cruises and travel.

CHALLENGE

From serving meals in the ship restaurants to taking new cruise bookings, the availability of Fred. Olsen's systems and data is crucial to its customer services. Data backup must therefore be fast and reliable.

SOLUTION

Fred. Olsen uses Arcserve Backup throughout its UK operations to protect four terabytes of data from all its business systems, including email, HR, accounting and ship management systems.

BENEFIT

Fred. Olsen is able to backup and restore data easily and reliably, which has helped reduce costs, maximise staff productivity and safeguard customer services.



BUSINESS

A family travel business

Fred. Olsen is a Norwegian family business founded in 1848. The group includes 12 companies with business interests ranging from transportation and shipping to renewable energy and estate management.

The group's UK-based operations are mainly concerned with travel and leisure. Fred. Olsen owns and operates four cruise liners.

Fred. Olsen's goal is to expand its travel business while maintaining the personal touch of the family business.

CHALLENGE

Providing an exemplary customer experience

Providing a high quality of customer service is a key priority for Fred. Olsen — particularly within its travel business. As John Merry from IT Technical Support at Fred. Olsen, explains, "A cruise is a once in a lifetime opportunity for many of our customers. We need to ensure that they have an exemplary experience, from when they book the holiday to the moment they return to shore."

To ensure staff working at its travel agencies and onboard the cruise liners can respond rapidly to customer requests, Fred. Olsen needs its business systems and data to be highly available. "IT downtime can impact all our customer-facing and back office operations — from serving customers in ships' restaurants and managing bookings to running the monthly payroll," adds Merry.

The nature of Fred. Olsen's UK-based businesses means that its IT infrastructure is highly distributed. The company has around 100 servers and 500 desktops across its offices and five retail outlets plus 10 servers and 70 desktop computers on each of its four ships.



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In the event of a hardware failure or the accidental deletion of business-critical data, Fred. Olsen needs to be able to restore documents, files and systems quickly to minimise impact to customer service and business continuity. Backup processes therefore need to be fast and reliable, particularly onboard the company's ships.

Andrew Ericsson, IT Manager at Fred. Olsen, comments, "We need to be confident that we can restore data easily when at sea. However we only have a limited backup window as the process must be completed after the last bar shuts at night and before the first shop opens in the morning."

SOLUTION

Automated and consolidated backup

Fred. Olsen has successfully used Arcserve Backup in the UK since 2000 to safeguard its business systems and data. The group was using different versions of the solution at different sites and partnered with IT reseller Misco to upgrade and consolidate its backup systems in January 2010.

Ericsson comments, "We reviewed a number of solutions on the market, but the Arcserve solution continued to offer the best value. We particularly liked the new tape management functionality and flexible pricing model."

Fred. Olsen deployed the solution inhouse over six months, taking a phased approach. "Arcserve Backup v12.5 was very easy to install and configure. On the few occasions we required help from Arcserve's support services, they were very responsive and enabled us to resolve our problems quickly," adds Merry.

Arcserve Backup protects four terabytes of data from eight Exchange servers and SQL and Oracle databases running in both Windows and Linux platforms. This incorporates all the company's business systems, from email and accounting systems to order and ship management tools.

These systems and data are backed up on a nightly basis to tape. Merry comments, "Arcserve Backup automates the backup process and supports multiple tapes and jobs simultaneously, thereby halving the time taken to run a standard backup routine."

Once the backup process is complete, the Arcserve solution verifies the data and provides at-a-glance reporting to enable staff to confirm the backup has run correctly. If a failure occurs, the solution pauses backup processes until the problem is resolved, avoiding the need for a lengthy restart. The solution also provides barcode reading to automate and simplify tape library management.



BENEFIT

Continuous and high quality customer services

By consolidating its backup processes with Arcserve Backup v12.5, Fred. Olsen is able to backup and restore data across all its UK operations quickly and easily.

"By automating backup and reporting, the Arcserve solution maximises the efficiency of our IT team," comments Merry. "We use the Arcserve system a number of times a month to retrieve files, so the solution's rapid and straightforward restoration process is also beneficial."

Arcserve Backup has also enabled Fred. Olsen to:

- Reduce costs through lower hardware requirements for the tape library and easier support and maintenance
- Maximise staff productivity
- Safeguard customer service levels.

Although Arcserve Backup is currently just used for tape backups, Fred. Olsen plans to take advantage of the solution's disk staging features in the future, to enable files to be restored within an hour.

"Arcserve Backup gives us peace of mind that we can provide staff with access to the systems and data they need, regardless of whether they are on land or at sea. This is crucial to ensuring that our customers have an exemplary cruise experience," concludes Ericsson.

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