



Proper Music Group: the beat goes on with ShadowProtect

Client profile



Company

Proper Music Group

Country

UK

Industry

Music distribution

Number of employees

120

Solution

ShadowProtect SPX

About Proper Music Group

Proper Music Group is the UK's largest independent distributor of physical music. In addition to physical distribution, the company also provides digital files to the likes of iTunes, Spotify and Amazon. Along with shipping around seven million discs a year, Proper Music Group also has access to around a million different products and controls over 200,000 digital tracks.

The company has grown rapidly since it was founded in 1988. Starting as a small venture located in a series of railway arches in South East London, Proper Music now employs 120 staff and boasts an annual turnover of £25 million.

The challenge

As Proper Music grew in size, its IT systems did not keep pace. A tape-based backup system was in place that simply could not keep up with the amount of data being generated. Over the course of five years, this need had grown significantly, from approximately 1Tb to around 20Tb of backup storage now required across the business.

When reviewing Proper Music's existing data resilience, Chris Cadge, Sales and Solutions Director at MTech, estimated that, if there were to be an IT disaster, it could take up to two weeks to fully recover critical data from the systems that were in place at the time. It was clear to Proper Music's Managing Director, Drew Hill, that the existing backup and recovery plan was severely lacking in detail and a more robust infrastructure was urgently needed.



The solution

When looking to invest in and deploy a new solution, Proper Music consulted Chris Cadge from MTech for advice. Being familiar with StorageCraft products after nine years of successful partnership with the company, Chris swiftly recommended StorageCraft's ShadowProtect.

ShadowProtect ensures that on-premise business systems and data are fully protected and always available. Not only that, but it protects data cost-efficiently and recovers it quickly. Thanks to these features, Chris knew it would be the perfect fit for Proper Music.

“The business interruption was so minimal that no one in the office even knew that there had been a problem overnight. Had we not had ShadowProtect set up we would have been in real difficulty. The way that it performed has left us with real confidence that, no matter what happens, we can get systems back up in a short period of time. StorageCraft saved our bacon!”

Drew Hill
Managing Director
Proper Music Group

Chris also knew he could rely on StorageCraft's commitment to its partners to give him the support needed to deploy the right solution for Proper Music: “StorageCraft is pretty much a perfect partner. ShadowProtect in particular is phenomenal. It allows us to have complete faith and confidence in backups and restore, which is the leading priority for all of our customers. It enables us to recover files and whole servers in a very short period should disaster happen. Although we're regularly approached by other vendors, we wouldn't consider moving away from StorageCraft. They're one of the most important partners for our business”.

Proper Music now uses StorageCraft ShadowProtect to backup seven business critical servers. These house the core business system, including the in-house developed ERP system “Basil”, financial system Sage 200, file and print servers and external customer data from around 600 independent record stores.

Results

The product is already demonstrating its worth, with one recent example proving just how critical it is to the business. On a Sunday evening in 2019, Proper Music was attacked by a ransomware after an employee accidentally opened a malicious attachment. Two business critical servers were impacted, which were shut down immediately by the MTech team.



Using StorageCraft ShadowProtect, MTech was able to restore the servers and take Proper Music from the discovery of the attack to full restoration in under 12 hours. The loss of these servers would have been catastrophic to the business, rendering day-to-day activity impossible.

The team is now looking to transition to ShadowXafe, the next-generation data protection solution from StorageCraft. In addition, to further strengthen the company's data resilience, Proper Music Group is considering implementing StorageCraft Cloud Backup to protect their Office 365 environment.

Looking back on the attack, Drew Hill said: "The business interruption was so minimal that no one in the office even knew that there had been a problem overnight. Had we not had ShadowProtect set up we would have been in real difficulty. The way that it performed has left us with real confidence that, no matter what happens, we can get systems back up in a short period of time. StorageCraft saved our bacon!"

From Chris at MTech's perspective, having ShadowProtect in place meant that they were prepared for the worst: "To have the system back up and running with essentially no business interruption at all outside of working hours was exactly what we wanted to do. It's a perfect example of what you can do with StorageCraft".

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Chris Cadge
Sales Director
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