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Peers Hardy scales up global business with Arcserve

CLIENT PROFILE

INDUSTRY: Manufacturing

COMPANY: Peers Hardy

EMPLOYEES: 100

Specialist watch, clock and jewellery group Peers Hardy supplies own-label watches for many of the UK's high street fashion chains. It is also the licensee for leading brands including Radley, Orla Kiely Time and Lola Rose and in 2015 launched its own brand, Henry London, which is now exported to 50 countries.

PROBLEM

As the company prepares to scale internationally, Peers Hardy wanted to increase security and ensure it could handle increasing volumes of data. It needed to replace its incumbent data protection solution, which was time-consuming to manage and caused costs to escalate.

SOLUTION

The company deployed Arcserve Appliance, protecting 20 terabytes of data, which is deduplicated to just 7.6 terabytes. It protects nine physical and six virtual servers that support the whole business from the accounts team to the warehouse, taking a full backup every day with incremental backups running throughout the day. A weekly backup is replicated to the Arcserve Cloud platform.

RESULTS

With Arcserve, Peers Hardy now has a full disaster recovery solution to better safeguard its systems and ensure business continuity. It has also freed up the IT team to focus on more valuable activities.

THE PROBLEM   Supporting international growth

A UK multi-national company formed in the late 1970s, Peers Hardy designs, manufactures and distributes watches, clocks and jewellery for large department stores and fashion retailers. It supplies own-label watches as well as brands including Radley, Orla Kiely Time and Lola Rose along with its own brand Henry London, which is exported to 50 countries.

Peers Hardy started expanding into the Far East 10 years ago and now has manufacturing and quality control facilities in China, as well as a sales entity in the US, employing more than 100 people worldwide.

Following the success of brands such as Lola Rose in the US, it continues to add overseas distributors and retailers, and is currently focused on an international growth strategy for both branded and own label products.

> I love what Arcserve does and I feel that I've only scratched the surface of its capability.
>
> – *Mark Griffiths, IT Manager*

As the company has grown, it's become increasingly challenging to find a consistent and reliable data protection plan for data spread across its global locations, with sites in the UK, Far East and America. However, Peers Hardy's previous backup and recovery processes were time-consuming and complex to manage, which was impacting productivity for the IT team.

"I used to spend the first two hours of the day fixing issues with our data recovery solution and rebooting servers," explains IT manager Mark Griffiths. "It was very frustrating."

The company also wanted to find a cost-effective cloud solution to prevent escalating costs, while offering the right level of protection to ensure security and help it meet compliance requirements, such as GDPR.

THE SOLUTION   Data protection both on premise and on the cloud

Draper evaluated six vendor solutions, before undertaking a proof of concept with Arcserve Appliance 8400. The company started assessing the options on the market and, following a demo where it was particularly impressed with Arcserve's cloud capabilities, implemented Arcserve UDP and Arcserve Cloud DRaaS in December 2018. "Our previous solution was deployed by a partner, but Arcserve is so user-friendly and intuitive it was easy to set up myself," comments Griffiths.

The solution is protecting 20 terabytes of operational data, including a significant volume of Excel files and SQL servers. With a compression rate of up to 80-90%, this is deduplicated down to just 7.6 terabytes, which saves valuable storage capacity and costs. An additional 312 terabytes of recoverable backup points are compressed to just 14.5 terabytes and stored separately on a NAS. "Our previous compression rate was just 20-30%, so the storage savings are huge!" says Griffiths. "I also love the speed of data recovery with Arcserve, I've done a full data recovery test in just 15 minutes and can test off site."

Arcserve also helps the company protect customer information and ensure GDPR compliance; data is encrypted in transit and password-protected. "Even if it was intercepted no one could do anything with the data or tamper with the backup, which helps us security-wise," Griffiths adds.

Peers Hardy replicates data to Arcserve Cloud as a secondary storage facility and an added layer of protection. The partnership with Arcserve saw immediate benefits when Peers Hardy suffered a full server failure. To the management's relief, most of the company was up and running again in an hour and 99% was returned in three hours, with zero data loss. As Griffiths explains: "A full server failure would have meant we were down for a day with our previous solution, risking literally thousands in lost revenue."

THE RESULTS — Cost-effective backup and recovery

With Arcserve UDP and Arcserve Cloud DRaaS, the team has a more robust and reliable backup solution. "With deduplication freeing up so much storage space, we've increasing our backup schedule to every hour rather than once every three hours," comments Griffiths.

With Arcserve Appliance, Peers Hardy has been able to:

→ **SPEED UP THE RECOVERY PROCESS**
→ **FREE UP TIME AND RESOURCES FOR THE IT DEPARTMENT**
→ **PROTECT CUSTOMER DATA**

"I love what Arcserve does and I feel that I've only scratched the surface of its capability. Every morning I just look at the automated report from Arcserve saying 'success', which means I'm free to attack other projects," concludes Griffiths.

For more information on Arcserve, **please visit arcserve.com**