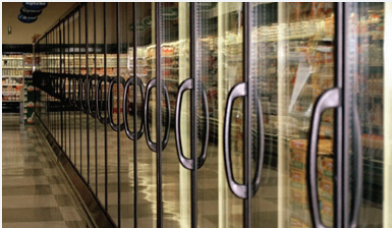


# HILL PHOENIX

## EMC Data Domain, Data Domain Boost, and NetWorker solutions deliver high performance and reliable backup for commercial refrigeration company



### ESSENTIALS

#### Challenge

- To find next-generation backup and recovery solutions that would provide reliable, high-performance capabilities

#### Solutions

- Data Domain
- Data Domain Boost
- EMC NetWorker

#### Key benefits

- Fast backup performance—from days to only hours
- Rapid restore performance—from days to only seconds
- High deduplication rates—by as much as 40x
- Data replication efficiency—increased by 100x
- Minimize IP traffic
- Cost effective—minimize costs of tape-based processes
- Efficient—reduce management and administration
- Reliable and robust

### BUSINESS OVERVIEW

Hill Phoenix is one of the most successful designers, manufacturers, and installers of refrigeration display cases, power systems, and walk-in units in the United States. With nine facilities located nationwide, and over 100 years of history, the company's vision is focused firmly on innovation and excellence.

Hill Phoenix "...thrives on customer satisfaction, loyalty, and relationships, just like we do with our partners, including EMC," says Paul Blais, network support manager for Hill Phoenix. That commitment to customer excellence, as well as superior levels of design, manufacturing, and installation processes, has helped to drive the company's success.

However, Hill Phoenix's tape-based backup and restore capabilities had become an issue for the company. Its IT infrastructure held vital operating, financial, and customer data. In the event of a disaster, or if tape backups failed, the loss of data could result in significant disruptions to its business.

For that reason, Hill Phoenix searched for next-generation backup and recovery solutions that would provide reliable, high-performance capabilities.

### THE CHALLENGE: THE SEARCH FOR EXCELLENCE IN BACKUP AND RESTORE TECHNOLOGY

"Before moving to our new backup and restore solutions, we had a small business mentality when it came to backup processes," Blais explains. "All of our locations were backing up autonomously. We also had non-IT staff taking those tapes offsite, thereby increasing the possibilities of lost or damaged tapes and associated data."

The speed of tape backup was also an issue. "From a full backup perspective, and just in the facilities located in Colonial Heights, Virginia, and Conyers, Georgia, it would take literally three days to do a backup just for those locations." In the event of a failover, restore processes were difficult, often taking Blais and his colleagues days to search for and find the appropriate tapes to restore corrupted files.

Mike Williams, network administrator for Hill Phoenix, reiterates the challenges that the company faced. "Being the person who actually did the backups, I knew that we were experiencing quite a few problems. There was a constant battle to ensure that we got backups done."

Hill Phoenix's IT department recognized that they required new-generation backup and restore technologies that would centralize and speed up their backup processes, while also delivering a much more efficient, reliable, secure, and high-performance restore capability.

## THE SOLUTION: EMC DATA DOMAIN, DATA DOMAIN BOOST, AND NETWORKER

To overcome its challenges, Hill Phoenix implemented a next-generation backup solution including EMC® Data Domain®, Data Domain Boost, and EMC NetWorker®. Data Domain deduplication storage systems dramatically reduce the amount of disk storage needed to retain and protect enterprise data by identifying and deduplicating redundant files and data as they are being stored. Data Domain Boost software optimizes and speeds up the backup process by an average of 50 percent, while significantly reducing the load on backup servers.

EMC NetWorker backup and recovery software centralizes, automates, and accelerates data backup and recovery across IT environments. By implementing an integrated EMC solution, Hill Phoenix was able to replace its aging distributed tape backup system with a centralized, high-performance solution that yields significant benefits.

### EMC FOR HIGH-PERFORMANCE BACKUP AND RECOVERY

Hill Phoenix is astounded by the performance of its new EMC backup and recovery solution when compared with the company's older tape system. "With the implementation of Data Domain, Data Domain Boost, and NetWorker, we have increased our backup efficiency by at least 100 percent," says Blais. "Now it only takes hours to do a backup compared to the many days it took before.

"From a restore perspective, we have dramatically decreased our restore rates because now it takes only seconds. EMC NetWorker provides us with a centralized backup solution. Data Domain provides a centralized, quick recoverability platform at the local sites, as well as providing backup copies here in the Colonial Heights data center and at the Conyers data center."

"The performance is astronomically better than it ever was," says Blais, noting that Hill Phoenix now has no interruption in data availability as it had when running tape backup processes. "The EMC solution does not affect our network when we're backing up. EMC has increased the efficiency of data replication 100 fold."

"The EMC backup and recovery solution is phenomenal, and has lived up to its expectations. It allows us to back up and restore faster; it allows us to catalog our data no matter where it is, be that on a branch site or a data center. The solution just runs and it runs well."

### 40X DEDUPLICATION SPEEDS THE PROCESS

Williams drills deeper into the benefits of the solution. "Right off the bat, when we switched to the EMC solution, a backup that would have taken a whole weekend to do with our tape system now takes less than one day.

"We have 10 different sites now operating Data Domain devices. I looked at the deduplication rates just the other day, and they range anywhere from 15x all the way up to 40x. With Data Domain and NetWorker working together, it's nice to know that when you set up a job for backup, it just runs. You don't have to even think about it. It's running in the background and we haven't had any issues at all. Knowing that it's working consistently, I don't have to worry about it. I would also recommend Data Domain Boost because it gives the flexibility to schedule replication of data, and cuts down the traffic sent from our remote sites to the data centers."

Finally, Blais notes that Hill Phoenix's next-generation backup and recovery solution has provided a centralized high-performance capability that is also intuitive and user friendly. "The simplicity of use of NetWorker is something we really enjoy," concludes Blais. "It makes me feel good knowing that we can now manage our backups with an enterprise-level backup and recovery solution that is also simple and easy to use."

"The EMC backup and recovery solution is phenomenal, and has lived up to its expectations. It allows us to back up and restore faster; it allows us to catalog our data no matter where it is, be that on a branch site or a data center. The solution just runs and it runs well."

**PAUL BLAIS, NETWORK SUPPORT MANAGER  
HILL PHOENIX**

### CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller, or visit us at [www.EMC.com](http://www.EMC.com).

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