About Gerard Darel

Gérard Darel, a leading French fashion house and retailer of mid to high-end women’s ready-to-wear clothing and leather goods, was first established in 1971. With more than 300 points of sale worldwide, including 140 single brand stores and three on-line retail sites, the IT department has a significant challenge to protect valuable data and ensure business continuity.

Ensuring Business Continuity

One of the key functions of the IT department at Gerard Darel is to ensure business continuity of its headquarters in Paris and to make sure that critical data is available to anybody at any time and is protected against unexpected loss. This means the IT department is expected to guarantee the complete protection of its digital assets, located on virtual workstations and servers throughout the company’s network.

For more than four years, under the leadership of Samuel Chemouni the company’s Technical Director, the Gerard Darel has relied on VMware virtualisation technology for its infrastructure, and to enable more efficient disaster recovery preparedness. Today, the Paris offices have 300 VMware virtual workstations and more than 100 VMware servers which need protecting. While the benefits of virtualization were clear to the IT department, Chemouni realized that the current backup provisions for the virtual servers were no longer adequate, and began to research solutions optimized for VMware environments to secure the data in the organisation.

Backing up 100 virtual servers and more than 300 virtualized workstations

The organization had been relying on the VMware solution to provide basic backup capability, without any additional disaster recovery or data protection features. Complexities were starting to arise from these multi-task functionalities that were not dedicated to the protection of data.

Organisation:
Gérard Darel

Sector:
Retail

Key challenge:
• Back up valuable data on the company’s virtual machines
• Ensure fast recovery and business continuity should a disaster occur

Environment:
100 VMware vSphere servers
300 VMware workstations

Solution:
Acronis® vmProtect™

Business Benefits:
• Easy to use and fast to install and deploy
• Backup process cut to 5 minutes.
• Simplified centralised management of backup and recovery processes saving time
• Simplified, automated backup process Faster backups using bare metal restore and disk imaging technology
SUCCESS STORY

Facing time and cost constraints, Chemouni needed an easy to use, software solution to back up all the virtual machines, including servers and workstations, and one that didn’t require any in-depth IT training. The company required a software solution capable of securing the digital assets of the company, with the ability to back up on a regular basis and quickly restore damaged or lost machines.

In order to implement the best solution for its infrastructure, the IT department tested several solutions available on the market. After vigorous testing, Gerald Darel chose Acronis. Chemouni explained: “During the testing of Acronis vmProtect, we found that the backup process only took a few clicks and was completed in less than 5 minutes. This was without any prior training for the team or any contact with Acronis support. Compared to its main competitors, Acronis vmProtect proved to be the easiest to use, fastest for recovery and the most efficient solution,” said Chemouni.

Backup, recovery and deployment synonymous with time saving

Acronis vmProtect includes an intuitive, easy-to-use Web interface which simplifies management and enables even the non-technical staff to easily handle daily tasks. Using this interface, the IT staff can easily install, configure and deploy backup and recovery tasks quickly.

Gerald Darel also takes advantage of Acronis’ disk imaging and bare metal technology, to complete fast agentless backups of the VMware virtual machines. This allows Gerard Darel’s IT team to dedicate more time to other tasks, which is critical for the smooth functioning of the company’s IT infrastructure and retail operations.

Once the backups are performed, the integrity and restore capacity of the backup files can be checked. Contrary to the verification functionalities available in some of the competing products, the verification process in Acronis vmProtect is automated - performed by an agent - and it is not necessary to run temporary virtual machines for this task.

“The software is intuitive and offers the full range of functionalities required by our environment and policies. Backup plans can be easily located and launched, it perfectly suits our needs and plan which provides IT managers with peace of mind,” concluded Chemouni. “It is one of the leading solutions of 2012. To date, no other product on the market is as easy to use and efficient for the protection of our virtual machines.”

“The Acronis maintenance and support contract we have provides access to free updates and upgrades. In March, we installed Acronis vmProtect version 7 as soon as it became available. This new version is optimized with new replication functionalities and seamless integration into VMware vCenter. We plan to take advantage of this to synchronize our virtual servers in our datacenter and have a more efficient disaster recovery strategy for both onsite and offsite backups. Acronis vmProtect is indeed one of the most comprehensive products available on the market”.

About Acronis

Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis’ disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in up to 14 languages. For additional information, please visit www.acronis.eu. Follow Acronis on Twitter: http://twitter.com/acronis.

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