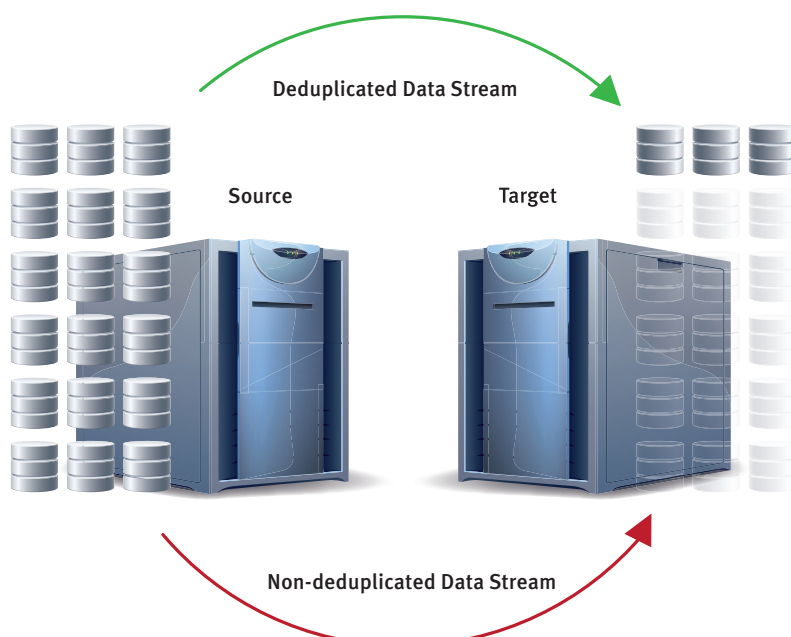# Storage optimisation using deduplication

Acronis®

A multi-media production and advertising firm has several locations in major cities to support its worldwide business operations. Users concentrated at the various offices exchange files over the company's corporate intranet backbone to facilitate business operations.

The company's multimedia operations produces broadcast, online, and streaming video combining live video footage, still images, music, and voice files to create videos, presentations, online content and other products for clients. Media files are frequently exchanged between locations where they are modified or localised according to their customers' requirements.

These practices have led to a great deal of duplicate data scattered throughout the company's worldwide IT infrastructure. Because most of the files are media files, these duplicates consume large amounts of storage capacity and have caused the company's storage costs to increase significantly.

Challenges:

- Multiple versions of the same files exist throughout the organisation because they are used for reporting, analysis, prototyping, demos and other purposes – consuming additional disk space to store the same information. It has become a particularly serious problem due to saving multiple copies of space-consuming videos and high-resolution pictures
- Older versions of files are periodically backed up to repositories where they inadvertently overwrite newer versions of files with minor content differences.

Solution:

- Acronis® Backup & Recovery™ 11 Advanced Server

Key Benefits:

- Acronis Backup & Recovery 11 with the Acronis Backup & Recovery 11 deduplication option enables the company to reduce redundant data by as much as 90%. This will reign in their rapidly increasing storage expansion costs and let them optimize the use of their existing storage capacity.
- Acronis Backup & Recovery 11 enables the company to centrally manage their storage operations, including data deduplication

Deduplicated Data Stream

Source   Target

Non-deduplicated Data Stream

Implementation:

Acronis Backup & Recovery 11 deduplication is coordinated with server backups using Acronis Backup & Recovery 11 Advanced Server to automatically deduplicate redundant data.

Results:

With Acronis Backup & Recovery 11 deduplication, the company reduced redundant data by 300-500GB daily. This slowed the growth of their storage requirements and allowed them to more effectively manage their storage growth.

With data deduplication, the company was able to cut down on the large number of redundant images, video clips, music, and audio clip copies while still maintaining unrestricted access to those media files for anyone that needed them.

For additional information please visit http://www.acronis.eu

To purchase Acronis products, visit **www.acronis.eu** or search online for an authorised reseller.

Acronis office details can be found at **http://www.acronis.eu/company/worldwide.html**