Acronis

AHAVA gains better backup and recovery — and true business continuity — with **Acronis**

Background

AHAVA® creates skin, hair and body care products made from the healing minerals from the Dead Sea. With over three decades of scientific research transforming Dead Sea wonders into skincare, AHAVA's team of scientists transforms the natural wonders of the sea into modern, results-driven skincare and focuses on creating new ways for the skin to strengthen and rejuvenate itself.

The challenge

When AVAHA's CIO, Asaf Hen, joined the company, he realized that they would have to replace their existing disaster recovery and backup solutions. The challenge: what they had in place was a limited replication service in another AHAVA site on the Dead Sea. Yet the company didn't have IT staff in that facility, which would make restoration efforts difficult and threatened business continuity if AHAVA ever experienced a disaster that resulted in downtime.

The solution: Acronis Cyber Protect Cloud

The AHAVA IT team partnered with an outside managed service provider, One1 SaMBa, to find the ideal backup and recovery solution. After evaluating many different vendors and products, Moshe Hiti, former One1 SaMBa's and now C-Data's in the Cloud CTO, recommended the Acronis Cyber Protect Cloud solution and its Advanced Backup and Advanced Disaster Recovery protection packs.

"We selected Acronis because of the flexibility and total capabilities it offered in disaster recovery, server backup and support for Microsoft 365 and SharePoint," said Hiti. "We looked at many other vendors, but Acronis was the best option for AHAVA."

KEY CHALLENGES

- Replication services with limited functionality
- Disaster recovery in a facility without IT resources
- Real risks to business continuity

KEY REQUIREMENTS

- Ability to protect all devices and data
- A single solution for easy administration
- A cost-effective, on-premises solution

PROTECTED RESOURCES

- 33 production servers
- 11 TB of total data

KEY BENEFITS

- A single console for all services
- Expanded cyber protection for workstations and Microsoft 365
- Cost savings over previous services and approach

Acronis Cyber Protect Cloud allows AHAVA to quickly recover individual files, application data, or a machine's entire hard drive — all in just a few clicks. Additionally, AHAVA's IT staff can use the same console to enable and manage disaster recovery functionality. "It really is a one-stop solution," explained Hen. "With Acronis Cyber Protect Cloud, we got backup, disaster recovery and everything we needed, all on a single, secure and cost-effective platform."

The Advanced Backup and Advanced Disaster Recovery protection packs quickly proved their worth. After six months of using Acronis Cyber Protect Cloud, AHAVA's CEO chose to perform a drill to test the whole production infrastructure and the joint solutions' overall effectiveness when recovering from a disaster. A total of 18 servers were successfully started in less than one hour, and their team was able to perform a complete recovery in just three hours.

AHAVA and One1 SaMBa team members worked in the disaster recovery environment for three hours to restore data related to POS systems, Priority ERP, QLIK Sense analytics, click-send information and file servers, and the total failback took only seven to eight hours. "In just a few hours we were able to restore everything from the disaster recovery solution into our on-premises infrastructure," Hiti said. "It was extremely successful."

Later, AHAVA had to restore one or two servers that went down unexpectedly. Again, the Acronis solution was extremely fast, easy and effective. "It was amazing," said Hen. "In less than two hours we had everything running again. We did a complete investigation and saw that everything was recovered and restored correctly."

> "We evaluated many other vendors and competitors' products, but Acronis was the best. When it comes to business value and product capabilities, only Acronis could give us what our business needed."
>
> **Asaf Hen,**
> **CIO**

When asked to summarize the business value his team gets from Acronis, Hen didn't hesitate. "When it came to backup and recovery, we wanted to adopt a solution that would lead us to the future. Acronis more than delivered, and we're very happy with our Acronis solution."

About Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions powered by AI. With advanced anti-malware powered by cutting-edge machine intelligence and blockchain based data authentication technologies, Acronis protects any environment – from cloud to hybrid to on premises – at a low and predictable cost.

Founded in Singapore and headquartered in Switzerland, Acronis now has more than 2,000 employees and offices in 34 locations worldwide. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, and top-tier professional sports teams. Acronis products are available through over 50,000 partners and service providers in over 150 countries and 26 languages.

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