

Company Brief



The Indian Entertainment and Media industry has witnessed magnificent growth in recent years. With revenues of \$174 million US, ZTL is a leading media company providing several entertainment channels to a massive customer base in India. Their success has been achieved by a large, empowered remote workforce and an extensive network of branches across the country. All of these activities generate terabytes of data daily, which need to be protected continuously.



“Druva inSync addresses the major challenges with end-point backups. It frees administrators to perform other critical tasks and outperforms on WAN, proving to be the best in its class.”

Kumar Deep Das,
Assistant VP – IT and Systems, Zee Turner Limited

Creating efficient backups of highly dispersed data over remote networks is a monumental challenge. What ZTL needed was an enterprise backup and recovery solution that performed fast and secure backups while optimizing for storage and network bandwidth.

Business Case

The Challenge

ZTL encountered a number of problems with its previous laptop and PC backup solution, including:

- ✓ Slow backups over WAN
- ✓ Administrative overheads due to solution complexity
- ✓ Difficulties in taking disk to tape backups of server data
- ✓ Technical issues requiring extensive troubleshooting with vendor involvement.

“We needed a low administrative-overhead solution so that our administrators could be freed from day-to-day end-point backup administration and tend to other essential tasks,” said Kumar.

Protecting the large remote workforce at ZTL was critical. “All our remote users carried critical data on their laptops, travelling frequently to service customers in different geographies. It was essential to provide them quick access to backed-up data in case of an exigency or disaster,” said Kumar.

After encountering several issues with their previous vendor, ZTL chose Druva inSync. Some features that ZTL considered critical in a laptop and PC backup solution, included:

- ✓ Fast, secure and optimized backup and restore over WAN
- ✓ Centralized administration with low administrative overheads
- ✓ Disaster recovery
- ✓ Scalability of the solution with growing data

Fact-File

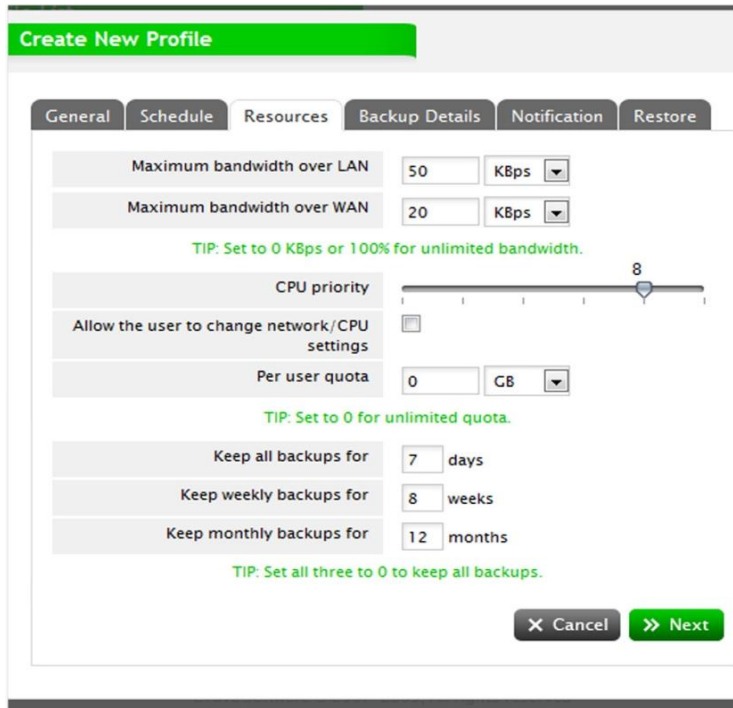
- ✓ Laptop Users: >100
- ✓ Avg. data per user: >20GB
- ✓ Data Composition: Office, Outlook
- ✓ Daily increment in data volumes: 1-2%
- ✓ Annual growth rate of data volumes: 20%

Data-Loss Causes

Since a significant percentage of work-force at ZTL is remote and travels frequently to meet customers spread across geographies, lost, misplaced or stolen laptops were primary causes for data loss.

“The ROI for the product can be achieved within a period of 10 - 12 months of deployment and usage. In totality, Druva inSync is value for money,” said Kumar.

The Solution: Druva inSync



Druva inSync provided ZTL total data protection of their remote endpoints with completely automated PC and remote laptop backup over LAN, VPN and WAN. The simple client interface helped easy adoption, while data deduplication technology reduced storage and bandwidth overheads, making backups both fast and invisible.

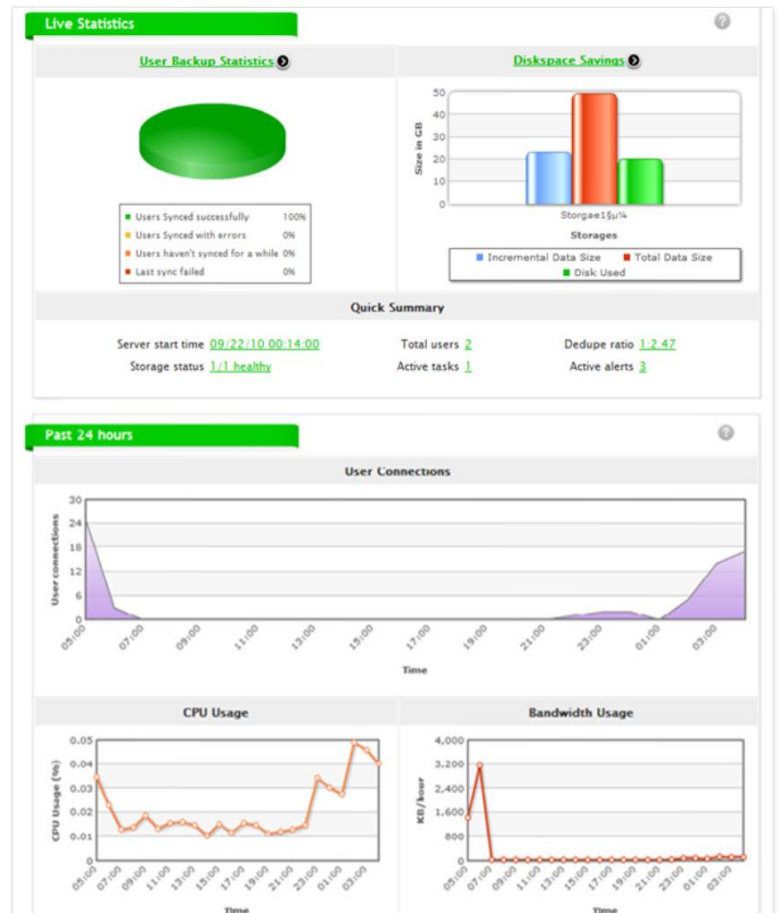
"Our backup administrators are elated by the fact that inSync doesn't require much attention, enables them to employ centralized policies and controls with ease and offers efficient deduplication," said Kumar.

Druva inSync features patent-pending App-aware Deduplication technology, which means faster backups and 90% bandwidth and storage savings. An innovative WAN Optimization Engine ensures that backups work efficiently on any network.

Military-grade AES encryption of data over LAN/WAN/VPN and at rest ensures that ZTL can fully address data security concerns while multiple restore options empower users with ready access to their data, wherever they are.

The Results

- ✓ **Storage Savings:** By deploying inSync, ZTL achieved storage savings of up to 65%.
- ✓ **WAN Optimized Backups:** Druva inSync utilizes only a reserved percentage of available network bandwidth for backup as specified by the administrator, allowing remote users to backup their critical data with no performance degradation.
- ✓ **Centralized Administration:** Druva inSync provides an interactive management console that allows administrators to centrally define and manage policies for user backups across the entire organization and monitor the status of user backups.
- ✓ **Simple Installation, Low Maintenance:** With a simple 10- minute setup and near-zero maintenance, Druva inSync enables IT administrators to free up more time. Client updates are automatic and can be pushed out seamlessly without any impact to end-user productivity.



About Druva

Druva provides premium enterprise-class solutions for end-point data protection and disaster recovery. Its inSync family of products - powered by patented App-aware Deduplication and WAN Optimization technologies - is changing the way enterprises manage and protect their endpoint data. Druva has 600+ customers in 26 countries and is dually headquartered in Mountain View (US) and Pune (India) and has 4 offices across India, US and the UK. For more information about Druva, please visit www.druva.com