



NAKIVO ENABLES NEWSPAPER COMPANY TO

## Back Up Business Critical VMs to Dropbox Cloud and save 80% Versus Tape

### Company Profile

Established over 160 years ago, The Santa Fe New Mexican is the West's oldest newspaper company. With a paid print circulation of 27,000 copies, more than 300,000 unique visitors to its website, and 6,000 advertisers each month. The New Mexican's commercial printing operation issues more than 25 publications, including the daily New York Times for the state of New Mexico. Having a strong local focus, The Santa Fe New Mexican delivers a valuable service to the community by keeping its residents informed of the current issues that affect their lives.

### Business Challenge

The IT infrastructure at The Santa Fe New Mexican is almost 100% virtualized, and runs on five ESXi servers. The VMs store everything from images, videos, spreadsheets, and documents to SQL databases, file / mail / advertising / accounting / finance servers, as well as the IP phone system Shore Tel. Consequently as the company grows and develops the amount of data they need to manage increases as well.

The Santa Fe New Mexican needs to back up 25 VMs that contain the most critical business data. "We have previously performed a disk-to-disk backup of physical servers using our legacy data protection solution," said Michael Campbell, IT Director of The Santa Fe New Mexican. "Because of that, we were very dependent on rebuilding a new physical server from scratch and then performing a restore of the data."

Michael has decided to switch from their legacy solution to a modern, virtualization-native product to improve their DR strategy. Fast recovery from a local, image-based backup was the number one priority, however Michael decided to take a step further. "As any other business, we'd like to protect ourselves from the threat of losing all our data as a result of a disaster or theft," he said. "To achieve that, we were looking for a solution that is capable of backing up to a public cloud. This would provide a virtually risk-free method for protecting our business data."

#### Industry

Mass Media

#### Company



#### Country

United States

#### Expert

Michael Campbell, IT Director

#### Challenges

To recover, the legacy backup solution required rebuilding physical servers from scratch; offsite backup to a public cloud was unsupported.

## NAKIVO Solution

"I spotted NAKIVO Backup & Replication in an analyst review by Storage Switzerland," said Michael. "On paper, it looked as if the product would be an ideal solution and so we contacted the company with a view to evaluate the software." Michael was sold on NAKIVO's support for direct backup to Dropbox – an easy-to-use, cost effective, and secure public cloud storage. "NAKIVO Backup & Replication offered the opportunity to save our data both locally for fast operational recovery, and offsite for reliable disaster recovery, in one of the most affordable public clouds" said Michael.

NAKIVO Backup & Replication exceeded Michael's expectations with a modern, Web 2.0 UI and zero learning curve that immediately set the product apart from other solutions. Michael also greatly appreciated NAKIVO's support of live Exchange, Active Directory, MS SQL, Oracle, and other applications, changed block tracking, multi-threaded VM processing, de-duplication, encryption, and compression. "NAKIVO Backup & Replication has a next generation feature set that enables us to back up VMs locally 40% faster and back up VMs to cloud for 80% less than sending tapes offsite."

## The Results

With NAKIVO Backup & Replication, The Santa Fe New Mexican has protected their entire virtual infrastructure, reduced RTO down to 10 minutes, and backed up the most critical VMs to Dropbox. "Should we experience a host failure or lose data by any means, we are safe in knowing NAKIVO is able to restore our VM's in a quick and safe fashion, whether it's from our storage or from Dropbox," said Michael. "We are now able to continue expanding and growing our business knowing that our information is reliably backed up and can be easily restored in case of a disaster."

## Solution

### NAKIVO Backup & Replication

## Results

All business-critical VMs are backed up locally and to Dropbox - an easy to use, secure, and cost effective offsite cloud storage

## Feedback

"Should we experience a host failure or lose data by any means, we are safe in knowing NAKIVO Backup & Replication is able to restore our VMs in a quick and safe fashion, whether from local storage or from Dropbox."

*Michael Campbell, IT Director*

## About NAKIVO

Headquartered in Silicon Valley, California NAKIVO is a privately-held company that develops and markets a line of next generation data protection products for VMware virtualized environments with Microsoft and Oracle applications. NAKIVO provides the most intuitive, fast, and affordable VM backup and replication solution enabling SMBs to protect, encrypt, compress and de-duplicate data both onsite with local storage and offsite with public clouds. NAKIVO is focused on customer feedback and innovation to deliver the most advanced technology for reducing customer VM recovery time objectives (RTO) and recovery point objectives (RPO), while also delivering the most cost effective VM backup to cloud solution with support for leading storage cloud providers including Amazon and Dropbox.