

The Challenge

Meet demand for secure, simple and flexible continuous data protection in geographies prone to natural disasters, fuelling IT consulting firm's growth while providing tangible and reliable business benefits for customers.

The SonicWALL Solution

SonicWALL Continuous Data Protection (CDP) devices provide an easily-managed alternative to tape, offering simple, effective data back-up and recovery on and offsite.

The Results

- Remotely backed up data ensures safe, secure storage of customer data from natural disasters.
- Streamlined solutions reduce the risk and cost of downtime and speed time to recovery.
- SonicWALL CDP is simple, automatic and easy-to-manage, a practical alternative to complex and costly tape-based backup solutions.
- Complete protection is provided through a single appliance with the ability to add more devices as storage needs grow.

In 2006, Drew Estate, a boutique cigar manufacturer based in Miami, expressed concerns that data stored on computers at its South Florida Warehouse might be at risk from weather-related disasters. Ronnie Parisella of Primary Support Solutions, a NYC-based network infrastructure consulting firm, had the answer.

"Primary Support was among the first SonicWALL® Gold Medallion Partners to demo the SonicWALL Continuous Data Protection (CDP) appliances, so we knew exactly what technology Drew Estate needed to protect its data from South Florida's hurricanes," said Parisella.

By the time a hurricane struck, knocking out power to northern Miami, Primary Support had already remotely backed up more than 500GB of data to NYC using two SonicWALL Continuous Data Protection 3440i appliances, ensuring the safety and security of Drew Estate's information.

This is one of more than a dozen potential data disasters that Primary Support has helped prevent for its customers as a result of their experience with SonicWALL's CDP appliances. Primary Support designs, builds and supports corporate networks, specializing in network security and disaster recovery planning. More than 100 small and medium-sized businesses in the New York Metropolitan area rely on Primary Support as their outsourced CTO and IT department.

Primary Support has made a habit of identifying the general and specific technology needs of its customers and balancing those needs against the needs of their businesses. The company's workflow solutions help companies leverage technology more efficiently while working with manufacturers such as SonicWALL to protect customers' digital resources. Among the solutions that have helped fuel the growth of Primary Support is SonicWALL's CDP product line.

"The demand for continuous data protection is growing tremendously as recent national disasters have forced companies to take a serious look at their data backup and recovery strategies," remarked Parisella. "Primary Support's relationship with SonicWALL has been pivotal in our success in deploying CDP solutions for our clients. Ultimately, SonicWALL has proved itself by going the extra mile in every way possible to make sure that we are comfortable with the solution and are prepared to meet customer resistance and expectations to the new CDP product line."

SonicWALL's CDP appliances have been well received by both Primary Support and its customers. After reviewing the SonicWALL CDP 3440i, Primary Support purchased the device for internal use. Parisella commented that the hallmark of the device's success is its simplicity, referring to its quick installation and simple management, which requires little training—features appreciated by Irvin Simon Photographers.

Primary Support

"SonicWALL CDP devices have already saved our clients from data loss more than a dozen times. We are continually impressed by the solution, as it has given both Primary Support and our customers peace of mind about our backup capabilities. We are no longer worried about losing data."

*—Ronnie Parisella
Chief Technology Officer
Primary Support Solutions*

SonicWALL Benefits

- Immediately and automatically replicates new or changed files as data is created.
- Hands-free offsite backup feature protects data against the risks of natural disasters, fire, theft, misplacement and other issues relating to traditional backup methods.
- Intelligent software saves and time-stamps file versions of each file so they are easy to locate and recover.
- IT Administrators have the ability to manage SonicWALL CDP, recover deleted files, or view vital statistics from a remote location connected to the LAN, saving valuable time and resources.

Irvin Simon is a professional photography company which works with schools, sports leagues and camps. When the company decided to transition from film photography to digital photos, the digital storage requirements grew uncontrollably. Eric Miller of Irvin Simon said, "We quickly found ourselves in the unenviable position of having to ensure the security, integrity and availability of more than a Terabyte of digital photographs. Not only was security critical to our business, but to our customers as well, who trusted us as their source for everything photography related."

Primary Support recommended that Irvin Simon implement three SonicWALL CDP appliances—two 3440is and one 4440i—to continuously backup their newly created data. The solution proved significantly less costly and easier to support than implementing several new tape-based solutions. Irvin Simon now has a scalable data availability and backup solution that meets their needs today, with the flexibility of adding more devices as data storage needs grow.

For Primary Support and its customers, key requirements in a CDP solution include several features found in SonicWALL's devices such as ease-of-use, streamlined implementation, minimal support requirements and detail reporting, as well as integration with the most common Microsoft applications: Active Directory, Exchange Server and SQL Server. The SonicWALL CDP Series provides Primary Support and its customers complete data protection through the convenience of a single appliance.

SonicWALL CDP devices ensure the continuous real-time backup of data for servers, laptops and PCs so that any version of a file can be quickly recovered from any previous point in time. Primary Support can use the SonicWALL CDP Enterprise Manager to monitor each CDP customer from any location, and can provide customers with detailed statistics, as well as manage and enforce backup and recovery policies. SonicWALL CDP has also strengthened Primary Support's commitment to SonicWALL's solutions. In 2006, Primary Support grew its SonicWALL business by more than 300% with a 60% boost in CDP sales quarter over quarter.

"We are committed to the SonicWALL CDP product line for our customers because we recognize the importance of reliable backup and recovery services for our own business," said Parisella. "SonicWALL CDP devices have already saved our clients from data loss more than a dozen times, and we are continually impressed by the solution, as it has given both Primary Support and our customers' peace of mind about our backup technologies. We are no longer worried about losing data."

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