

Hosting and facilities management company, LINKBYNET selects HP Data Protector software to manage its IT systems

“HP Data Protector has become essential to our business. This solution has undeniably enabled us to enhance our image and strengthen our professionalism. It is a major factor in nurturing loyalty among our customers.” Johnny Da Silva, data backup manager, LINKBYNET



Objective

LINKBYNET wanted to guarantee the availability of customers' data and ensure Service Level Agreements (SLAs) were adhered to. It also needed to respond quickly to incidents and increase revenue through competitive new service offerings. LINKBYNET wanted to offer a future proof platform and streamline cost estimates and forecasting.

Approach

LINKBYNET chose HP Data Protector software with 2,600 servers backed up (50 per cent on a dedicated platform, 50 per cent on a shared platform). This enabled daily back-ups and four full-time administrators to realise the full potential of the solution.

IT improvements

- The sales personnel are now able to monitor their customers' backup quotas.
- The project managers are now able to analyse the evolution of the size of backups and manage the capacity planning accordingly.
- Administrators can visualise all backup operations performed on a daily basis, on all platforms, at a glance.
- Customers are now consulted for the status of their backups.

Business benefits

- Improved quality of service.
- Optimised operating costs.
- Increased market share by offering a highly competitive backup and recovery service.
- Strengthened customer loyalty.



Established in 2000 by Patrick and Stéphane Aisenberg, LINKBYNET is all about meeting the needs and expectations of its customers. Right from the start, the Aisenbergs focused on providing services to businesses with a single server location. LINKBYNET, which is based in France and has over 600 European customers, grew rapidly by crafting tailor made solutions using scalable, cutting edge technology. E-commerce, which generally involved 24/7 hosting of critical applications, comprised much of the organisation's early market share. Soon, however, customers began to entrust LINKBYNET with the management of their business IT systems.

Backup and recovery are core service offerings

“As a hosting provider, the backup/recovery function is indispensable to our business,” says Johnny Da Silva, data backup manager at LINKBYNET. “It is sold as a separately delivered service and is selected by the vast majority of our customers. It is an option which

HP customer case study:
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Industry:
Hosting and facilities management



Company profile

Established in 2000, LINKBYNET is now recognised as one of the market leaders in hosting and facilities management.

LINKBYNET provides businesses with quality, high-performance services which are valued by over 800 corporate customers, small and medium-sized businesses and microbusinesses (such as Saint-Gobain, France Loisirs, Sodexo, Euromaster, etc.).

LINKBYNET currently employs 200 staff members and achieved sales totalling over 15 million euros in 2009, with a growth rate of over 30 per cent for the last ten years.

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is charged for in accordance with a monthly quota in Gigabyte (GB) or Terabyte (TB) and is the first service to which customers subscribe to as the availability of data is critical to their business." To ensure that LINKBYNET was able to meet customer recovery objectives, the organisation conducted a rigorous evaluation of backup and recovery solutions.

Rigorous testing leads to HP Data Protector

LINKBYNET researched and tested all of the backup/recovery solutions available on the market in a production environment. It evaluated each solution based on the following criteria, which ultimately led them to select HP Data Protector software:

- Easy to use and manage.
- Wealth of functions.
- High level of reliability (quality of backup and recovery).
- Available support.
- A reasonable price.

LINKBYNET's analysis allowed the organisation to thoroughly compare each product's qualities and shortcomings (limited performance, complex platforms not covered, not user friendly, arduous skill transfer, costly licenses) with HP Data Protector. "All these reasons confirmed that choosing HP was the right decision," explains Da Silva. "HP Data Protector offers great value for money. With the HP licensing structure, deployment of the solution is quick and easy. Furthermore, the support is high quality and overall costs are reduced." Da Silva stressed the importance of support: "If we experience problems, we need to know that we can rely on established technical expertise to find a solution without delay, with the sole aim of providing our customers with a service of enhanced quality. This is why we must be seen to be available, responsive and efficient, in order to guarantee our services and commitments. Our customers put their faith in us. We therefore consider this notion of support to be of the utmost importance."

Protecting nearly 2,600 servers

Today LINKBYNET has ten HP Data Protector backup servers available in a shared environment that service different customers. Eight backup servers are dedicated

Customer solution at a glance:

Primary software

- HP Data Protector Software

to large accounts (customers who have purchased or leased their own backup/recovery server). "In the latter case, these customers can choose their strategy by defining a backup timetable and data for storage to meet their specific needs. They may require a dedicated environment when we cannot access networks." HP Data Protector software backs up nearly 2,600 servers and over 1,200 virtual machines (VM) and Da Silva estimates that number will grow to 3,000 servers and 2,000 VMs. A full backup operation is carried out every weekend, taking up to 30 TB for a total backup volume of almost 200 TB. Daily backup operations are performed every night, in accordance with procedures defined contractually with each customer (minimal data loss, 24h). Checks are carried out each morning (at 4am in the winter and 5am in the summer) by LINKBYNET's subsidiary, located in Mauritius.

Staff at this location ensure that all backup operations have been correctly performed, and launches them again if necessary, even before production starts again in France. Data storage requirements vary from 32 days (mandated by law) to three months, and sometimes even a year. "It all depends on the criticality of the data to the customer's business," explains Da Silva.

By providing highly reliable backup and monitoring at every level LINKBYNET has also emphasised the importance of high levels of reliability to its business. HP Data Protector success rates allow the hosting provider to meet its service commitments without having to pay the penalties stipulated in SLAs. Another significant advantage is the link available between the HP backup solution, Intranet and Extranet. "We have developed programmes internally which enable HP Data Protector backup information to be transferred to Intranet/ Extranet.

"Our customers benefit from levels of accuracy in reporting which they would not necessarily obtain with the competition. HP Data Protector has undeniably enabled us to enhance our image and strengthen our professionalism. It is a major factor in nurturing loyalty among our customers," concludes Johnny Da Silva.

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