



## ► Clarion's Call for Backup, Storage Solution

*"We're still generating as much or more work than we used to, but now that we have more space to grow and we're able to slow down our job archival process. We used to back jobs off the server three or four days after they were completed. Now we're able to keep jobs online for three or four months."*

— Wayne Baker, Clarion's Director of Technology

### Client:

Founded in 1989 and headquartered in Greenwich, CT, Clarion Marketing and Communications provides a full range of marketing services including strategic promotion, planning, direct marketing, trade and retail marketing, event marketing and interactive media. The agency's blue-ribbon client list includes such luminaries as General Motors, Kellogg's, Procter & Gamble, Western Union, Pfizer, and Perrier, among others. The bulk of Clarion's 200-plus employees work at the agency's corporate offices in Greenwich, with others based in Atlanta, Detroit, Boston, Los Angeles and Minneapolis.

### Problem:

Clarion's customer base was expanding dramatically and the demand for faster, more reliable backup and storage was also growing, pushing the agency's infrastructure to its limits. With the cost of downtime estimated at about \$20,000 per hour, system downtime was not an option.

### Solution:

When the Emtec team studied how Clarion used and saved data and how much overall data was generated, they found an aging backup system that created a backup time of ten hours. Clarion's storage was pushed to its limit because their servers were filled to capacity. The agency could buy bigger hard drives for the servers, but did they really want to spend the money needed to do that? It wouldn't improve performance; and while they would get more storage, they would experience the same throughput.

Emtec's action plan for Clarion called for the installation of three new Compaq servers and an upgrade of the Novell Netware operating system from 4.11 to 5.1. Emtec also installed a Compaq StorageWorks SAN for storage, totaling just over a terabyte and created a new backup solution using StorageTek hardware and Veritas software.

Emtec chose StorageTek because of its capability to support most formats. StorageTek was compatible with Clarion's tape drive and backup software and can also handle various tape formats, including DLT, Super DLT and LTO. Veritas was selected because it works well with SANs and Novell, as well as with backup and multi-platform environments.

## Results:

The staff noticed the difference at once. Prior to the new installation, a 10 mb file would normally take about 45 seconds to write with no network traffic, and three-plus minutes with average daily traffic. In the new environment, these bottlenecks have been eliminated and data moved at about 17 mb per minute.

Volume-wise, the agency's creative staff produces roughly 10 times as much data as its account and administrative staff. High-end PhotoShop files lead the pack with over 500mb at times. Accordingly, 500 gigabytes was allocated to the creative group's storage and about 50 gigabytes to everyone else, with over 500mb online to grow into.

Baker noted that in addition to faster backup and recovery times, Clarion's backups are more stable. And his concerns about capacity have been eliminated.

*"We now have one depository for our storage, so it's easier to manage and maintain," Baker said. "And above all, it's scaleable. We have space for 2 terabytes more without any major hardware acquisition."*

Baker gives high marks to the Emtec team.

*"We had a specific target to meet and they helped us meet it," he said. "We're pleased with Emtec's response to the various issues that arose and the proactive manner in which they worked. Plus they were always there when I needed them."*

**About Emtec:** Established in 1964, Emtec, Inc. is a systems integrator that provides IT services and products to the federal, state, local, education and commercial markets. Our market leading value-based management methods, coupled with best-in-class IT technology, consulting and development services, address a wide range of specific client needs, as well as support broader IT transformation initiatives. Emtec's service capabilities span the United States, Canada and countries around the globe.