

# GERARD DAREL SECURES AND PROTECTS ITS VIRTUAL INFRASTRUCTURE WITH ACRONIS® BACKUP FOR VMWARE

## Acronis



### ORGANIZATION:

Gerard Darel

### SECTOR:

Retail

### KEY CHALLENGES:

- Back up valuable data on the company's virtual machines
- Ensure fast recovery and business continuity should a disaster occur

### ENVIRONMENT:

100 VMware vSphere servers  
300 VMware workstations

### SOLUTION:

- Acronis® Backup for VMware\*

### BUSINESS BENEFITS:

- Easy to use and fast to install and deploy
- Backup process cut to 5 minutes.
- Simplified centralized management of backup and recovery processes saving time
- Simplified, automated backup process
- Faster backups using bare metal restore and disk imaging technology

### ABOUT GERARD DAREL

Gerard Darel, a leading French fashion house and retailer of mid to high-end women's ready-to-wear clothing and leather goods, was first established in 1971 with more than 300 points of sale worldwide, including 140 single brand stores and three on-line retail sites, the IT department has a significant challenge to protect valuable data and ensure business continuity.

### ENSURING BUSINESS CONTINUITY

One of the key functions of the IT department at Gerard Darel is to ensure business continuity of its headquarters in Paris and to make sure that critical data is available to anybody at any time and is protected against unexpected loss. This means the IT department is expected to guarantee the complete protection of its digital assets, located on virtual workstations and servers throughout the company's network.

For more than four years, under the leadership of Samuel Chemouni the company's Technical Director, Gerard Darel has relied on VMware virtualization technology for its infrastructure, and to enable more efficient disaster recovery preparedness. Today, the Paris offices have 300 VMware virtual workstations and more than 100 VMware servers which need protecting. While the benefits of virtualization were clear to the IT department, Chemouni realized that the current backup provisions for the virtual servers were no longer adequate, and began to research solutions optimized for VMware environments to secure the data in the organization.

### BACKING UP 100 VIRTUAL SERVERS AND MORE THAN 300 VIRTUALIZED WORKSTATIONS

The organization had been relying on the VMware solution to provide basic backup capability, without any additional disaster recovery or data protection features. Complexities were starting to arise from these multi-task functionalities that were not dedicated to the protection of data.

Facing time and cost constraints, Chemouni needed an easy-to-use software solution to back up all the virtual machines, including servers and workstations, and one that didn't require any in-depth IT training. The company required a software solution capable of securing the digital assets of the company, with the ability to back up on a regular basis and quickly restore damaged or lost machines.

In order to implement the best solution for its infrastructure, the IT department tested several solutions available on the market. After vigorous testing, Gerald Darel chose Acronis. Chemouni explained: "During the testing of Acronis Backup for VMware\*, we found that the backup process only took a few clicks and was completed in less than 5 minutes. This was without any prior training for the team or any contact with Acronis support. Compared to its main competitors, Acronis Backup for VMware\* proved to be the easiest to use, fastest for recovery and the most efficient solution," said Chemouni.

## BACKUP, RECOVERY AND DEPLOYMENT SYNONYMOUS WITH TIME SAVING

Acronis Backup for VMware\* includes an intuitive, easy-to-use Web interface which simplifies management and enables even the non-technical staff to easily handle daily tasks. Using this interface, the IT staff can easily install, configure and deploy backup and recovery tasks quickly. Gerard Darel also takes advantage of Acronis' disk imaging and bare metal technology, to complete fast agentless backups of the VMware virtual machines. This allows Gerard Darel's IT team to dedicate more time to other tasks, which is critical for the smooth functioning of the company's IT infrastructure and retail operations. Once the backups are performed, the integrity and restore capacity of the backup files can be checked. Contrary to the verification functionalities available in some of the competing products, the verification process in Acronis Backup for VMware\* is automated - performed by an agent - and it is not necessary to run temporary virtual machines for this task.

"The software is intuitive and offers the full range of functionalities required by our environment and policies. Backup plans can be easily located and launched, it perfectly suits our needs and plan which provides IT managers with peace of mind," concluded Chemouni. "It is one of the leading solutions. To date, no other product on the market is as easy to use and efficient for the protection of our virtual machines."

"The Acronis maintenance and support contract we have provides access to free updates and upgrades. The latest new version is optimized with new replication functionalities and seamless integration into VMware vCenter. We plan to take advantage of this to synchronize our virtual servers in our datacenter and have a more efficient disaster recovery strategy for both onsite and offsite backups. Acronis Backup for VMware is indeed one of the most comprehensive products available on the market".

## ABOUT ACRONIS

Acronis sets the standard for New Generation Data Protection through its backup, disaster recovery, and secure access solutions. Powered by the AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and safe backups of all files, applications and OS across any environment—virtual, physical, cloud and mobile.

Founded in 2002, Acronis protects the data of over 5 million consumers and 300,000 businesses in over 130 countries. With its more than 50 patents, Acronis' products have been named best product of the year by Network Computing, TechTarget and IT Professional and cover a range of features, including migration, cloning and replication.

For additional information, please visit [www.acronis.com](http://www.acronis.com). Follow Acronis on Twitter: <http://twitter.com/acronis>.

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\* Or previous version of the same product.