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Hendrick Motorsports Switches to **Acronis** Cyber Protect to Support All Devices and Application Data

Championship-winning NASCAR team also implements Acronis Machine Learning to address a unique photo classification problem it faced during races

BACKGROUND

Hendrick Motorsports is a NASCAR racing operation that fields four Chevrolet teams in the NASCAR Cup Series. Since its inception in 1984, the team has won a record-setting 13 championships in the top-level Cup Series. Located in Concord, North Carolina, Hendrick Motorsports sits on a 100-acre campus, which includes 14 buildings and has a team of more than 600 employees. In terms of its cyber protection needs, Hendrick Motorsports had a diverse set of needs ranging from daily backups of all devices, all engineering and wind tunnel data, and supporting the unique needs of its mobile data center during races. Before Acronis, the company was using a competitor product to back up its servers and virtual machines.

THE CHALLENGE: PROTECTING OTHER WORKLOADS

Hendrick Motorsports needed to protect workloads that its previous provider could not support, and this came in two distinct forms. First, the company was not backing up its endpoint devices or the Microsoft 365 data it used for communication and collaboration including mailboxes, Teams channels, and Sharepoint sites. Furthermore, Hendrick Motorsports' previous backup and recovery provider did not support backups to multiple locations. The company rightfully wanted to keep backups in more than one location and take advantage of cloud targets for backup as well implement a disaster recovery solution.

The second distinct form of workload protection Hendrick Motorsports couldn't support with its previous provider came from the IT infrastructure at a race event itself. In addition to setting up a mobile data center at each race with over 50 virtual machines that remotely connects back to headquarters, the team was receiving a significant amount of photo data during races. Hendrick Motorsports would send and receive up to 5,000 pictures during a 3-hour race, or a high-resolution picture every two seconds. The company needed a way to store, organize, and search these photos for analysis.

KEY CHALLENGES

- No protection for endpoints
- No protection for Microsoft 365
- Sending and receiving thousands of raw photos during races

KEY REQUIREMENTS

- Support for all devices and data
- Support for Microsoft 365
- Solve photo classification problem during races

PROTECTED RESOURCES

- 100TB engineering and wind tunnel data
- 250TB total data
- Up to 5,000 photos per 3-hour race

KEY BENEFITS

- All devices and workloads protected
- Integrated patch management and disaster recovery
- Custom machine learning tool automatically classifies and organizes photos

THE SOLUTIONS: ACRONIS CYBER PROTECT AND ACRONIS MACHINE LEARNING

With hybrid cloud backup capabilities and support for more than 20 virtual, physical and cloud platforms, including Microsoft 365 – all managed through a single console – Acronis Cyber Protect was an ideal solution for Hendrick Motorsports. All of the team's devices, data and applications are now protected with the same tool through a common, administrative console. Moreover, through the same console Hendrick Motorsports can enable and manage Acronis Cyber Disaster Recovery.

When it came to the photo data during races, Acronis developed a custom machine learning (ML) tool that solved Hendrick Motorsports' classification problem. It can instantly and automatically identify and tag the key criteria of the pictures by car number and the vehicle's orientation to the track. The photos are initially sent to the mobile data center at the track and from there they are uploaded to Microsoft Azure where the Acronis ML is running for computing and storage resources.

THE BENEFITS: ENHANCED CYBER PROTECTION AND TIME SAVINGS

Acronis has been able to help Hendrick Motorsports improve its cyber protection posture as well as gain tremendous efficiencies during races. With over 100TB of engineering and wind tunnel data and over 250TB across the company, Hendrick Motorsports is running daily backups and protecting all Teams channels, Microsoft 365 mailboxes and Sharepoint sites.

For its photo classification issue during races, Acronis released its ML tool to Hendrick Motorsports engineers and it is in production in the team's mobile data center and in its command center at headquarters. The tool is handling the massive amount of photos sent and received during each race, and Acronis also developed

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a web application for Hendrick Motorsports engineers to view and search through all the photos and information.

Looking ahead, Hendrick Motorsports plans to expand its partnership with Acronis on two fronts. First, it will take advantage of the patch management capabilities found in Acronis Cyber Protect and migrating away from a competitor product. According to Dylan Pollock, Senior Network Engineer, "Acronis patch management is simple, straightforward and works near instantaneously." Second, Hendrick Motorsports is deploying Acronis Cyber Disaster Recovery whereas previously it was replicating all mission critical machines to a separate data center. Pollock notes, "The instantaneous failover from Acronis DR is a huge improvement, and we can get rid of all our existing and redundant data center costs."

All told, Pollock remarks, "Acronis is helping us protect our edge and provide us peace of mind by giving us the flexibility to back up all our workloads, restore any file or full machine, roll out DR on demand, and keep our data in multiple locations."

ABOUT ACRONIS

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions.

Founded in 2003 and with dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 100% of Fortune 1000 companies. Learn more at acronis.com.

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