

Pernod Ricard Streamlines Approach to Cloud Backup & Disaster Recovery in EMEA

backup**technology**

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Backup Technology customer case study

BTL Centralises Pernod Ricard EMEA Backup and Disaster Recovery

Industry

Drinks

Objective

To optimise all backups and disaster recovery for Pernod Ricard EMEA

Solution

Asigra Cloud Backup and Virtual Disaster Recovery

Benefits

- Transforming an ad hoc approach into a single highly effective backup solution
- Critical systems and business data across the region are protected
- Pernod Ricard EMEA IT staff have full visibility of backups, 24/7, from anywhere in the world
- Project management allowed successful integration across 42 territories



Pernod Ricard is the world co-leader of the wines and spirits industry. Although it can trace its roots back to the 18th century, the company was created in 1975 in France through the link-up of two French anise-based spirits companies. Pernod Ricard has rapidly expanded over the past decade by acquiring companies like Allied Domecq and V&S Group which owns the Absolut Vodka brand, to build a large portfolio of international and local brands. It operates through affiliates in 80 countries and employs over 17,000 people. Driven by an entrepreneurial approach, Pernod Ricard continues to expand into new markets by remaining focused on value creation, innovation and a strong sense of ethics. This Pernod Ricard spirit is conveyed by the tagline 'Créateurs de Convivialité.'





The Challenge in EMEA

Pernod Ricard operates in 42 markets across Europe, the Middle East & Africa. In each of these markets Pernod Ricard has a network of I.T. systems incorporating email, ERP, CRM and Business Intelligence. The raw data contained within this network of systems is critical to the operation of Pernod Ricard in EMEA and therefore the way that it is protected is a vital component of the company's business strategy.

For many years the Pernod Ricard operation in EMEA had a disjointed approach to backing up its data. Each market worked as a separate entity and had control over its own individual network. As a result there were a variety of different Backup and Disaster Recovery solutions in place. Pernod Ricard EMEA decided it was time to adopt a more streamlined and strategic approach.

Backup Technology (BTL) has a well-established Cloud Backup solution and reputation in the market place. It also has a substantial enterprise customer base. As a result Pernod Ricard chose BTL to carry out this major project to optimise all its backups throughout the region as well as provide a remote Disaster Recovery service. Entitled the 'Pernod Ricard EMEA Backup and Disaster Recovery Project,' it involved BTL implementing the Asigra Cloud Backup solution, an industry-leading software platform for online data backup, and transforming what had been an ad hoc approach into a single highly effective backup solution, whilst also establishing a Disaster Recovery solution with defined Recovery Time and Recovery Point objectives.

Once BTL was awarded the contract the roll-out to Pernod Ricard's EMEA sites began. The first two locations chosen were the United Kingdom and Germany. Both countries had immediate

requirements for an online solution because of their larger data sizes and server numbers. They were also important because they would provide a good 'proof of concept' reference point for other Pernod Ricard offices in the region. The initial implementations proved a great success and further roll-outs soon began across EMEA. As a result of each location having different existing backup providers and solutions, BTL carried out the installations on-site as Pernod Ricard's different contracts with its suppliers came to an end in each market. BTL ensured that the new solution was in place prior to the termination of those contracts, so Pernod Ricard was always protected.

A Layered Solution

BTL's solution provides many different layers of service to meet the requirements of each Pernod Ricard EMEA office. By implementing Asigra, BTL was able to provide a quickly deployable Cloud Backup product offering local backup for LAN speed recovery of data; offsite backup for secure long term protection, with long backup history; as well as a complimentary Virtual Disaster Recovery Service. All backup monitoring is performed through BTL's own web portal, so all Pernod Ricard EMEA IT staff have full visibility of their backups, 24/7, from anywhere in the world. This combined solution provides a regimented backup and DR process across Pernod Ricard's EMEA region.

By providing a centralised and consistent backup and DR strategy and solution BTL has helped Pernod Ricard EMEA to substantially improve its ability to ensure all its business critical data is quickly and securely protected and stored offsite. BTL currently protects in excess of 350 TB of data for Pernod Ricard and offers Virtual DR services to each market, essentially securing in excess of 200 servers across Pernod Ricard EMEA. The BTL offering has become a one-stop-

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shop for Pernod Ricard EMEA in terms of backup and DR, allowing the IT staff to concentrate on the day-to-day running of the networks, knowing that BTL, through a combination of the Managed Service and Monitoring Portal, has their data protected and can be called at any time to assist with any level of data recovery.

Simon Bennett, Information Systems Director for Pernod Ricard EMEA, says, "Having rolled out the BTL backup and disaster recovery solution, I now know that the critical systems and business data across the region are protected and there is a recovery solution which is tested each year. That's a great weight off my mind and allows me to focus on enhancing the sales and marketing systems which is where the key business opportunities lie."

Building Confidence

The Pernod Ricard EMEA Backup and Disaster Recovery Project by BTL is a five year roll-out. Targets for each year have been met, with 75% of Pernod Ricard's EMEA offices set to be using the solution by the end of 2014. Many challenges have been presented across all levels of delivery, but this has not hindered the success or speed of roll-out. Examples of these challenges have varied from poor internet connection speeds in some locations; delivery of hardware through customs; and Operating System language barriers, e.g. French and Russian being utilized on Windows servers. By working closely with the Pernod Ricard EMEA I.T. team and senior management, BTL has recovered the servers in DR situations and tests and used its expertise to ensure that the roll-outs for each region have gone smoothly. The relationship between Pernod Ricard and BTL and has given confidence to offices throughout the Pernod Ricard EMEA organisation in Europe to implement the new Backup and DR solution without hesitation.



Simon Bennet explains, "In a decentralised business with 42 markets across EMEA, each with relatively small systems and data sizes, the key challenge for us was to find a solution and integrator which could scale effectively across this landscape. The BTL solution was a perfect technical fit and the professional and pro-active way the BTL team managed the on-boarding of new markets meant I could rely on them as if they were part of my internal team. As well as managing the technical implementation our BTL Account Manager, Kris Price, played a big part in the project management and after agreeing with him which markets to focus on he did the rest."

Pernod Ricard has had to invoke the DR solution a couple of times in a 'live' situation which has proven highly successful. Recovery of individual files, databases and emails happens on a regular basis. This not only quantifies the success but also illustrates how the combination of a number of technologies has led to a substantial improvement in organisational excellence and quality of service. Further development of the solution is already underway by BTL to help improve recovery speeds and also give Pernod Ricard the ability to invoke a local DR option should an office only lose a couple of servers rather than its entire site or network.

Disaster Recovery that Works

BTL developed its Virtual Disaster Recovery product six years ago as a complimentary service to its Asigra Public Cloud Backup offering. At any time, as the backups for each site run to schedule regularly, Pernod Ricard EMEA can invoke a DR. This means in the event of a disaster the company's staff can connect in remotely via BTL's UK based data centres and carry on working. As an extra service level, BTL will have already tested the Virtual Disaster Recovery for each Pernod Ricard site. So, in the event of the DR, the process is documented



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and each Pernod Ricard site has an established and realistic Recovery Time Objective and Recovery Point Objective and is reassured that the recovery will be successful. During the testing period each Pernod Ricard I.T. engineer logs on to their hosted network to check each server is running correctly and they will establish methods of connectivity for all staff required to work in a DR scenario.

Rob Mackle, Sales & Service Director for BTL, says, "We are proud to have been chosen by Pernod Ricard EMEA and are delighted that the Cloud Backup and DR project we've implemented has proven to be such a success. Pernod Ricard's primary goal of centralising its backup and DR strategy across EMEA has been achieved, with each site more than ready to come on board. The teams in the individual locations have been a pleasure to work with - every office has been friendly and accommodating to our engineers on site. Throughout the project we have been mindful of Pernod Ricard's reputation as a respected global brand and have ensured that everything we have done has matched up to that high quality approach."

The Impact

The result is that Pernod Ricard has transformed its entire approach to Backup and DR into a simple and easy-to-manage solution. BTL has worked with Pernod Ricard EMEA to enable the drinks giant to put in place a centralised strategy which gives it greater confidence about managing its critical data.



BTL now provides consistent Cloud Backup for Pernod Ricard offices across EMEA from Russia and Ukraine to Germany, Switzerland, Turkey and the UK. The Asigra software's ability to run incremental forever backups has meant that remote sites in places like Kazakhstan and Morocco can backup data quickly and efficiently to BTL's secure data vaults in the UK. By moving to this type of solution, Pernod Ricard EMEA can now ensure all company data in each territory is stored offsite in secure, resilient and compliant data centres.

Simon Bennett of Pernod Ricard EMEA concludes, "Overall the project has been a great success. The solution is excellent and BTL are a pleasure to work with."

To find out more about Pernod Ricard please visit www.pernod-ricard.com

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