
Cotton Companies Practices What It Preaches with Disaster Recovery Solution



“I was spending too much time on backups and worrying about losing data, I decided it was time to outsource the task to experts”

- Jeffrey Miller - Cottons IT Director



BTL customer case study

BTL helps Cotton Companies implement secure Cloud Backup & Disaster Recovery

Industry

Global disaster recovery solutions

Objective

To help Cotton Companies prepare for worst-case data loss scenarios.

Solution

BTL's Asigra Public Cloud Backup and Virtual Disaster Recovery Solution.

Benefits

- Best practice approach to backup
- Quick & easy routine and test restores
- No more worries about data loss
- Peace of mind

Originally founded in 1996 in Houston, Texas, Cotton is a global solutions provider of disaster recovery services, specialising in fire and water restoration, construction and environmental remediation that is essential to the standard of living of advanced and developing societies. It has built upon its reputation of excellence to expand throughout Texas and to strategic locations in the United States and the Caribbean, focused on providing a single source solution to corporate and retail businesses, commercial office, manufacturing and industrial clients, the healthcare, education, hospitality and entertainment industries, as well as the public sector, following damage resulting from isolated incidents and large scale disasters.

Cotton has been instrumental in the recovery and restoration efforts stemming from the world's most damaging catastrophes, including high-impact weather events and other natural disasters, wildfires, terrorism, vandalism and environmental mishaps. Beyond disasters, Cotton provides comprehensive logistical support solutions and consultation to a host of local and international clients including Fortune 500 companies, oil and gas corporations, private contractors and government agencies.

Talking the Talk

Cotton Companies knows all about disaster recovery. The company, which specialises in the restoration of fire and water damaged properties, also realises that practicing what it preaches goes a long way to preserving credibility. That's why it hired Backup Technology (BTL)'s division in Houston, to prepare the company for worst-case scenarios involving the potential loss of vital business data.

In the early days Cotton's IT department was a one-man show run by Jeffrey Miller, Cotton's IT director. Having seen enough computer rooms from other companies destroyed in natural disasters, Miller was concerned about Cotton's own situation and turned to BTL. What he required was data protection, business continuity and above all peace of mind.

"Cotton chose BTL because it felt its Asigra-based Public Cloud Backup and Virtual Disaster Recovery Solution would work best for the company."

Jeffrey says, "I'd seen enough of the effects from floods, fires, wind damage and many other catastrophes to know we had to improve our own data protection. In many cases, the tapes that protected data were ruined by high heat or water damage."

A single serious event resulting in data loss or application downtime can result in significant revenue implications and fines. Cotton chose BTL because it felt its Asigra-based Public Cloud Backup and Virtual Disaster Recovery Solution would work best for the company. It was also reassured by the fact that its headquarters are close to one of BTL's US data centres so BTL can be on-site in minutes in the case of an emergency.

No Worries

Aside from the professional reasons for improving Cotton's backup and recovery systems, Jeffrey also had a more personal reason. As the company's IT Director he realised he was spending too much time verifying backups of the company's servers out of office hours. He explains, "I was losing sleep worrying about our tape backup system, wondering whether it was backing up properly or at all. I had lost some data on occasion and worried we

could lose all our data if a disaster or a virus struck us. Overall I was spending too much time on backups and worrying about losing data so I decided it was time to outsource the task to experts."



The right backup solution

He looked at a number of alternatives, including disk-to-disk solutions he could manage in-house, before he chose BTL's Public Cloud Backup and Virtual Disaster Recovery Solution.

The Asigra software solution is the first agentless solution to deliver bare-metal restoration capabilities across distributed or multisite networks. This means there is no need to install client software on target machines, while bare metal means the software restores servers without the need to load applications or files. The solution is backed by BTL's best practice expertise, which includes employing backup professionals and keeping duplicates of client data in two secure locations.

BTL's Public Cloud Backup and Virtual Disaster Recovery Solution has been a big hit with Cotton.

"If we lost all our data, it would be equal to losing a million or more dollars, not counting all the lost productivity and the manpower involved in trying to restore data," Jeffrey Miller explains. "Now, because a copy of the data is available locally, routine and test restores are easy to do."

Testing, testing

Cotton has had to test the speed of the service from BTL on only two occasions in the past year - one involved the payroll server and the other involved the job estimates server, both vital data sources.

"Both times Backup Technology was able to help me restore the lost data within 30 minutes," Jeffrey confirms.

BTL is a backup specialist and Asigra's biggest global partner with data centres in Oklahoma and Dallas. Cotton is one of a number of businesses in the US which has chosen to leverage BTL's expertise.

"BTL is a backup specialist and Asigra's biggest global partner with data centres in Oklahoma and Dallas. Cotton is one of a number of businesses in the US which has chosen to leverage BTL's expertise."

Mike Colesante, Vice President of Backup Technology USA, concludes, "If you are going to outsource important tasks such as backup to a specialist, you need to be sure they have the right technology and facilities to manage them. Every one of our technical employees is trained and certified as an Asigra expert and we work with our clients to ensure they have the failsafe guaranteed backup and disaster recovery in place so they can get on with their core business without worrying about their data."

For more information about Cotton Companies visit <http://www.cottoncompanies.com/>