

Everton FC Implements Fully Tailored Disaster Recovery Solution



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BTL customer case study

BTL helps provide Everton FC with fully managed cloud backup and disaster recovery

Industry

Sport

Objective

A secure backup and DR approach that wouldn't affect the football club's day-to-day activities.

Solution

Fully managed Asigra cloud backup and disaster recovery.

Benefits

- Failsafe protection of more than 10TB of data
- Reduced administration time and cost savings
- Guaranteed recovery in the event of data loss
- High level of service and support

Everton Football Club is an English Premier League football club based in Liverpool. The club was founded in 1878 and was a founder member of the Football League in 1888 and a founder member of the FA Premier League in 1992. They've won the European Cup-Winners' Cup, the FA Cup and the Charity Shield.

The Toffees, as they're known, have also been constant innovators in the footballing world. The club's ground Goodison Park was one of the first purpose-built football stadiums in the world while in more recent times Everton was one of the first clubs to create its own online social networking site and allow fans to buy tickets through text messaging.

Kicking out the tape

Until 2008 Everton Football Club had a time-consuming and labour intensive approach to backing up its data. It relied on a tape backup system for what was then two terabytes of file data, which included emails and databases for ticketing, merchandising and customer relationship management. This was unreliable and time-consuming.

Stephen Fell, Everton FC's Head of IT Systems and Services, explains, "A member of staff had to spend about two hours every morning ensuring the overnight backup had gone okay and that there were no errors. There was also a security concern because tapes were stored at the office and transferred to another site once a month, making them potentially vulnerable to damage, theft or loss."

Everton sought the advice of local rivals Liverpool Football Club who had recently implemented BTL's Public Cloud Backup solution. Liverpool's high praise for BTL's services made the decision for Everton to implement a similar solution a simple one. It took just seven days for BTL to install the Public Cloud Backup solution at Everton to protect their multiple sites, including club's Finch Farm training ground and academy through to its head office. Data types ranged from football analysis videos and iSeries ticketing systems through to exchange and SQL databases, all of which are crucial to their business.

"The whole process was transparent, painless and quick," says Stephen. "The data is streamed to BTL's data centre and daily reports are sent to the administrative office in Everton to verify the task has been successfully completed."

Data Goal

Today BTL's fully managed solution allows Everton to protect in excess of 10TB of data at both the main office based at Goodison Park and its training ground facility at Finch Farm.

There is no doubt the system has delivered a return on investment. As Stephen explains, "In addition to reduced administration time, there are cost savings in not having to buy tapes, backup hardware, and software licences. Another advantage is that instead of building up massive tape archives we can have all the data archived and available online for as long as we need it."

He also praises the high level of service and support provided by Backup Technology. "If we have an issue, Backup Technology's response

time is very good," he says. "I really couldn't believe the efficiency of the system. I didn't think it could be that simple but it was a great solution which I'd thoroughly recommend."

The Result

Today BTL protects all of Everton's data as well allowing them the ability to recover all their servers to either a physical or virtual environment in the event of failure. This gives the club peace of mind that if data is lost or damaged it can be quickly restored without interrupting the club's day-to-day activities.

Stephen Fell continues, "What we have gained is not just backup, but disaster recovery. If an email server fails we can restore the data to another server and have the whole lot up and running within 24 hours. If someone loses a file, even a single email, it can be recovered within minutes rather than the couple of hours it used to take. So I have peace of mind and can sleep at night without worrying."

By providing a fully managed Public Cloud Backup solution, BTL can guarantee that Everton will never lose any data from any of its servers, whilst also offering a solution that means in the event of disaster Everton's downtime is kept to an absolute minimum.

Rob Mackle, Sales Manager for BTL adds, "In the event of a disaster, such as damage, loss or theft of Everton's computers, or system failure, the club is guaranteed that we can retrieve any lost data in a matter of minutes, rather than days, so the club can be back up and running at full speed that same day. In addition, with encryption of data in-flight and at-rest, stolen data cannot be read, adding another level of security – vital when so much valuable information must be kept safe."

For more information about Everton Football Club visit <http://www.evertonfc.com/>

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