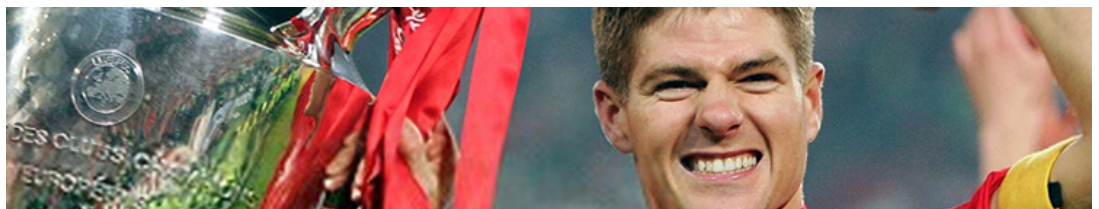# Liverpool FC Prevents Data Loss & Ensures Business Continuity

BackupTechnology

"Should disaster strike, such as our PCs being permanently damaged, lost or stolen, or the online ticketing system crashing, this would be a major concern for us as a highly competitive business, and a high- profile premiership football club. With Backup Technology we know we can retrieve any lost data within minutes rather than days and with encryption of data in-flight and at-rest, stolen data cannot be read. "

- Ken Webster, IT Manager for Liverpool FC

BTL customer case study

BTL helps Liverpool FC move from legacy tape to Asigra Cloud Backup & DR

Industry

Sport

Objective

Accelerate backup, prevent data loss and ensure business continuity.

Solution

Public Cloud Backup and Recovery Solution – Multiple Sites.

Benefits

· Hourly backups of multiple sites

· Lost data can be retrieved in minutes

· Ability to restore entire system within 24 hours

· Complete business continuity

Liverpool FC is one of the world's most famous and historic football clubs. Founded in 1892, the club has five European Cups, 18 League titles, seven FA Cups, eight League Cups and three UEFA Cups to its name.

Liverpool FC has over 200 Official Supporters Clubs in more than 60 countries. The Premier League Club is also a global brand and works with leading edge commercial partners around the world.

Showing tape the red card

Until 2007 Liverpool FC relied on a legacy tape-based system of backup which enforced severe restrictions on the way it managed its data. The club was forced to limit its backup process to once a day because when it wanted to backup its iSeries ticketing system it had to shut the entire system down.

There was an urgent need to modernise the backup system to ensure supporters were able to purchase tickets round-the-clock not just during office hours.

Switching to disk-to-disk from tape was also essential if Liverpool FC was going to increase the speed of the backup and recovery and guarantee a 100% success rate in retrieving lost data.

desktops and laptops connected to the network before automating the backup of all local data assets from the stadium, the Melwood and Academy training grounds and the merchandise warehouse. The merchandise warehouse runs off a UNIX system, which manages all of the point-of-sale software. This data is included in the backup, as is the data generated from the laptops of key members of staff, wherever they are located.

Just the ticket

Liverpool FC selected Backup Technology's (BTL's) fully managed Public Cloud Backup solution. Liverpool selected BTL as its dedicated provider due to its ability to protect multiple sites from one centralised monitoring platform.

BTL's Asigra-based cloud backup solution meant that along with meeting all of Liverpool's backup and recovery requirements, their ticketing system no longer needed to be offline to achieve a complete backup. BTL provides backup and recovery services to secure all data from Liverpool's Anfield stadium, the training grounds and the club shop as well as protecting the club's website and e-commerce data. The success of the solution has meant that Liverpool now protects 20TB of data across these multiple sites.

Ashley Harding, Network Manager for Liverpool FC, says, "Should disaster strike, such as our PCs being permanently damaged, lost or stolen, or the online ticketing system crashing, this would be a major concern for us as a highly competitive business, and a high- profile premiership football club. With Backup Technology we know we can retrieve any lost data within minutes rather than days and with encryption of data in-flight and at-rest, stolen data cannot be read. The bare metal restore solution means that even if our entire technology systems go down and we lose equipment, we can be up and running again within a single day."

Liverpool's main stadium, Anfield, hosts a single Asigra DS-Client, which discovers all servers,

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Premier League backup

BTL carries out a backup for Liverpool FC on an hourly basis without interruptions to the system, even during peak periods across its three main sites - the main stadium and the two training grounds which are geographically dispersed. The backup also includes data generated by the online ticketing information and the club shop (where point-of-sale data is generated), all emails from every office location, as well as desktops and laptops of key members of staff.

Before the backup data set is transmitted to BTL's secure data centre, the Asigra software analyses the data, finds new and changed file blocks, eliminates duplicate files across all locations and further compresses the residue bytes to ensure the backup set is as compact as possible. The software then encrypts the data before sending it over an IP-WAN connection to a centralised Asigra DS-System server, located in BTL's data centre, which consolidates the backup data from all distributed sites. That DS-System server is then protected just like any other server within the data centre as part of the organisation's on going data protection policies. As an additional level of data protection, Backup Technology has configured the DS-System server to replicate the vault to a second secure back up site.

Ken Webster, IT Manager for Liverpool FC, explains, "The Backup Technology Cloud Backup service has eliminated the ongoing hidden costs and wasted man hours we were experiencing with tape backup, such as buying new tapes, switching tapes, and transferring tapes to and from the storage depot.

Our IT staff are freed up to concentrate on developing new technologies to increase the productivity of the business.

With the Asigra software we are now protecting all our emails as well as the data from our laptop users, when they are on the move. This provides peace of mind for both the commercial and corporate sides of our business.

"Liverpool FC also found the simplicity of the capacity-based licensing model offered by the Asigra software and BTL service appealing. Because the club only pays for the amount of data that is protected and not on a license fee per server, desktop or laptop, it only needs to pay for the storage it uses."

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BTL also provides Liverpool FC with a spare redundant server, so that should an existing server break down, the data can be restored from local storage to the spare server in a matter of minutes. The addition of Asigra's Continuous Data Protection (CDP) to Liverpool FC's range of backup services stores any changes to files in real time and preserves copies of all previous versions of the file or object so that the user can restore data to the point just before a data corruption took place. This tool therefore minimises data loss and helps to achieve the Recovery Time Objective.

Ritchie Fiddes, Chief Operating Officer for BTL, says, "The main reason why Liverpool FC chose our backup and recovery service and Asigra's software was because of the Recovery Time Objective. In a fast-paced business like a Premier League football club, you can't afford to wait for days for a tape to be returned to the office in order to restore lost, damaged, or stolen data. A fully automated and internet-based back-up and recovery service was essential and using Asigra's software, we were able to exceed all of Liverpool FC's requirements."

To find out more about Liverpool Football Club visit **http://www.liverpoolfc.com/**