

L.K. Bennett Selects Backup Technology to provide their Asigra Cloud Backup and Recovery Solution

Submitted by: Backup Technology

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Company Ends Maintenance, Performance, and Security Concerns of Tape-Based Backup Solutions

London – August 27, 2013 – Backup Technology, the leading Enterprise Level Cloud Backup and Recovery Specialist provider since 2005, today announce the extension of their five year partnership with L.K. Bennett. The company made the changes in 2008 after it began suffering from backup cycles that exceeded available backup windows as well as failed backups and restores.

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Headquartered in London, UK, L.K. Bennett (<http://us.lkbennett.com/>) is a luxury fashion brand defined by its British heritage. After using a tape-based backup solution for years, the company realised a change was necessary when its backup environment began suffering from increasing backup windows and failed data recoveries. The company sought to modernise its backup environment by transitioning to a cloud-based data recovery solution, which included the Asigra Cloud Backup Connector provided by Backup Technology Limited (BTL) (<http://www.backup-technology.com>). As a result, L.K. Bennett has eliminated the inefficiencies of tape backup and recovery to improve overall business uptime.

L.K. Bennett currently backs up over 14 TB of production data in a very complex environment that involves a mixture of physical and virtual systems (Dell workstations and HP servers), and multiple connections from the company's multi-protocol label switching (MPLS) across sites in London and the United States. As such, the company's tape-based backup system required extensive management time. In addition to tape management and data recovery headaches, storing data onsite was an additional security concern which required IT management to move data offsite and out of Greater London.

Having been a customer of cloud backup and disaster recovery provider Backup Technology Limited (BTL) for over five years, L.K. Bennett turned to BTL for an enhanced solution to its data protection challenges. With limited bandwidth, L.K. Bennett needed a WAN-optimized solution in order to meet its requirements. "We did our research to find a provider with market experience and a customer base to match," said David Van Eck, Head of IT at L.K. Bennett. "That provider was BTL."

L.K. Bennett modernized its backup environment with services from BTL to protect data that included SQL databases, iSeries data, application data from Microsoft Exchange, as well as a large volume of unstructured data. BTL (<http://www.backup-technology.com>) was able to provide its Asigra-based solution to automatically and regularly back-up and protect data, according to policies set by L.K. Bennett. The solution also provided the ability to connect to local network storage to further increase the local recovery capabilities.

Van Eck from L.K. Bennett reported that the switch to the Cloud Backup Connector Appliance helped the

company to achieve several business benefits. "Through a centralized online monitoring portal, we receive guaranteed backup and recovery for all of our data systems as a professional and fully managed service," said Van Eck. "The backup forms the basis for our enterprise-wide data recovery solution, which is essential to L.K. Bennett."

"The most common recovery is of emails or contact items," added Van Eck. "BTL provides high-performance local recovery as well as online backup and virtual disaster recovery, which is key to our organization as downtime can be very costly. The Service has been reliable and when data needs to be restored it is always available on demand. The ability to restore emails at a granular level back to the same or a different location is invaluable."

"Cloud-based data recovery allows L.K. Bennett to overcome the limitations of traditional backup software and legacy tape solutions," said Rob Mackle, Direct and Channel Sales Manager EMEA at BTL. "Asigra's Cloud Backup Connector Appliance is a tool that allows companies like L.K. Bennett to securely protect their business data and meet regulatory requirements. Should they lose one or multiple servers or sites, BTL's Virtual Disaster Recovery also allows their systems to be restored and operational with minimal impact to the business."

About Backup Technology

In 2005 Backup Technology was formed specialising in business and enterprise level Online Backup and Disaster Recovery Solutions. By utilising a market leading technology, BTL has quickly established itself as one of the World's leading Backup and Disaster Recovery providers.

Backup Technology has a strong global presence, from their head office in Leeds in the UK; they have expanded to offices and data centres in the US, as well as establishing partnerships in Europe and Australia. BTL's core business has been built around their partnership with the world's leading software provider for Online Backup, Asigra. Backup Technology became Asigra's first ever Global Partner of the Year in 2008 and then became Asigra's first European 3D Hybrid Partner later that year. Other awards include Best Competitive Takeout (2010), Best Hybrid Cloud Implementation (2011) and Best Vertical Enterprise Cloud Marketing (2011). The company has also received many industry awards and had articles featured in publications such as the Financial Times, the Independent and Computing Magazine.

BTL are fully ISO 9001 (April 2010) and ISO 27001 (May 2010) certified, ensuring consistent quality management procedures are in place and all security processes are followed and documented. The ISO 22301 certification has also been achieved (January 2011), meaning BTL has an independently audited Business Continuity Management system in place to offer additional peace of mind for its customers.

BTL currently employ 35 full time staff all of which are fully trained and certified by Asigra in Toronto. This ensures that BTL offer consistently high service levels to all customers and have an unrivaled knowledge of the Asigra product. With individual customer data sizes ranging from 1TB to over 2PB, BTL currently protect and manage in excess of 14 Petabytes.

For more information visit www.backup-technology.com. (<http://www.backup-technology.com>)

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