



# The City of Encinitas partners with 11:11 Systems for modern business continuity strategy.

SOLUTION: DRaaS, BaaS, M365

## Client Profile

The City of Encinitas is located along six miles of California's golden coastline and is home to just over 64,000 residents. Approximately 25 miles north of San Diego, Encinitas is considered one of the state's hidden gems by locals and tourists alike, known for its eclectic downtown, unique collection of gardens and nurseries, and, of course, its pristine beaches and favorable surfing conditions. In fact, the city was recently named among the 20 best surf towns in the world by National Geographic. For more information, visit: [www.encinitasca.gov](http://www.encinitasca.gov).

## Time for a Change

As IT Operations and Engineering Supervisor for Encinitas, Neil O'Connor and his relatively small IT team support the city's entire infrastructure and hundreds of employees. It is a role that is getting more difficult with each passing year.

IT departments within local governments are often under-resourced compared to their counterparts in the business world, working with smaller staffs and tighter budgets. This makes them particularly vulnerable to potentially devastating unplanned downtime, whether from hardware failure, human error, natural disasters, or cybercrime. [According to a recent study done by The Center for Internet and Society at Stanford Law School](#), local governments are an increasingly attractive target for hackers.



## CHALLENGES:

- Cost in time and money to manage DR internally
- Proximity between primary and secondary data centers
- Need for secure and reliable access to data
- Constant threat of ransomware
- Small IT staff

## SOLUTION:

- 11:11 DRaaS for Zerto
- 11:11 Cloud Backup for Veeam Cloud Connect with Insider Protection
- 11:11 Cloud Backup for Microsoft 365

## BENEFITS:

- Continuous data availability and business uptime
- More internal resources available for business innovation
- Simplicity in day-to-day management
- Zerto and Veeam compatible solution
- World-class support team

## PROFILE:

- Industry: State and Local Government

## CITY OF ENCINITAS CASE STUDY

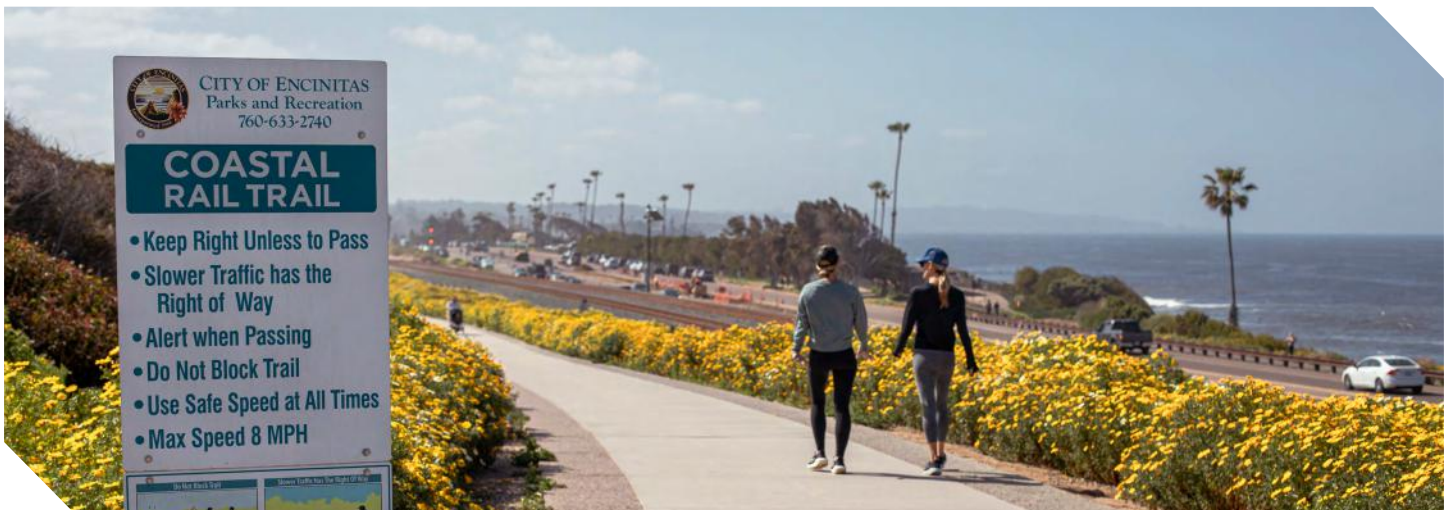
Needless to say, IT administrators across the country remain permanently on guard. Among them are O'Connor and his team, who support some of Encinitas' most critical operations, including the fire department, water districts, and public works. It is no surprise, then, that when concerns arose a couple of years ago over the city's business continuity strategy, O'Connor prioritized a full-scale revamp of their plan.

"For starters, our business continuity plan used to include replicating our data to a secondary site about three miles away from our primary site," said O'Connor. "In the event of a regional disaster, that really isn't much of a business continuity plan."

In addition to the geographical proximity concerns they had around city's data centers, O'Connor said that they also lacked adequate cyber security and were becoming increasingly cost prohibitive to maintain. With that in mind, O'Connor began investigating options for upgrading the city's business continuity strategy.

After attending conferences and speaking with peers across the industry, it soon became clear: What they were looking for was a cloud-based solution.

"First and foremost, we wanted to make sure that our data was somewhere safe and far away. Being so close to the ocean, we wanted to ensure that, even if the worst were to happen, even if city hall got washed away by a tidal wave, our data would remain secure and available," said O'Connor. "Given the city's needs, we felt like we were ready to make the transition to a true cloud-based disaster recovery solution."



### "Just seemed like a better fit"

As part of his research, O'Connor looked at solutions from multiple vendors, including some from the largest cloud service providers in the market. One concern he had was what level of support a smaller organization like his would receive from those larger companies. O'Connor was looking to develop a partnership, and wondered how invested they would be in building that type of relationship.

Another factor in O'Connor's search was that Encinitas was already using Zerto and wanted a solution that would mesh well

with what was already in place. When a peer suggested looking into the solution offerings from 11:11 Systems, O'Connor realized several of his prerequisites were already met.

"We evaluated several solutions out there, but, ultimately, we really liked 11:11. From top to bottom, they just seemed like a better fit. They were offering exactly what we needed, especially when it came to their wealth of experience and the training they could provide our team," said O'Connor. "With 11:11 as our partner, we know we are more secure."

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**Neil O'Connor, IT Operations and Engineering Supervisor for the City of Encinitas**

### “Working with 11:11 felt like a true partnership”

11:11 DRaaS for Zerto was ultimately just a piece of O'Connor's vision for the city's new business continuity strategy. Working with 11:11 allowed him and his team to craft a thorough, well-rounded plan, which also included 11:11 Cloud Backup for Veeam Cloud Connect with Insider Protection and 11:11 Cloud Backup for Microsoft 365 for additional protection.

O'Connor and his team were well-versed in the risks the city faced when it came to bad actors and cybercriminals. That is why, in addition to 11:11's standard cloud backup offering, he made sure that the city was also using Insider Protection, an exclusive service for those running Veeam Cloud Connect that guards against internal and external threats like ransomware and malicious or accidental deletion. With Insider Protection, backup files are automatically moved to an air-gapped location that is not visible or accessible to the customer or available to public routing. This functionality keeps files safe against a wide range of threats and can easily be transferred back and restored, if called upon.

To top it all off, O'Connor also made sure to leverage 11:11 Cloud Backup for Microsoft 365, which offers an additional layer of protection for the city's email, OneDrive, Teams, and other 365 accounts.

“You hear about ransomware and other kinds of attacks, and we wanted to put something in place that was going to make us feel safer,” said O'Connor. “Working with 11:11 felt like a true partnership. They understood where we wanted our business continuity strategy to be and helped us get there.”



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CLOUD



CONNECTIVITY



SECURITY

**11:11**  
SYSTEMS