ADIDAS CASE STUDY

How Adidas Canada Overcame their most Pressing Data Protection Challenges

Adidas is one of the world's leading sportswear companies, and their Canadian subsidiary has been securing their Canadian data through Storagepipe for over a decade. Their business runs on a 24-hour schedule, and any unneeded business interruptions can be costly and inconvenient.

Before Storagepipe, Adidas relied primarily on magnetic storage media for creating backup copies of their business data. This was a slow, wasteful and error-prone process.

Adidas was also challenged by the ever-increasing length of their backup windows. This was in part because Adidas has a complex IT infrastructure, which combines IBM i (AS / 400), Windows, Linux and other systems.

When it comes to data protection, simplicity and automation are critical to reducing risk and the potential for human error.

Another complicating factor was the fact that Adidas has a very fluid corporate structure. Since Adidas frequently merges, buys, and partners with other companies, their IT systems needed to remain flexible and adaptable.

Solution

Instead of implementing a different backup service for each platform, Storagepipe acts as a one-stop-shop for all of Adidas' backup requirements.

Storagepipe's fully-automated backup services helped to simplify these transitions by allowing new systems from various platforms to be quickly added without worrying about backup storage capacity. With traditional tape-based backup, this process would've been much more difficult.

Over the years that they've been doing business with Storagepipe, Adidas has recovered lost and deleted data numerous times. And they've been very successful with the dependability of Storagepipe's online backup service. In that time, the company has also managed to reduce their backup TCO (Total Cost Of Ownership) by an estimated 70%.

Storagepipe offers a comprehensive, fully-automated, pay-as-you-go backup service that can solve all of these problems while also maintaining a lower TCO.

Over 14 Years of Data Protection Experience

Storagepipe's Online Backup and Recovery Service is a complete data protection service for businesses.

All your systems, from travelling laptops to complex multi-platform and multi-application enterprise environments, can be securely protected using our fully-automated online backup services.

With proven technology and years of experience, our customers know that they have fast, secure access to their backup data anytime, anywhere and from any point in time. And all of this state-of-the-art technology is backed by a highly trained, specialized, and experienced support team.

Result & Adidas Testimonial

"As our data grew, Adidas began running into inefficiencies when it came to archiving of large volumes of inactive data across multiple different locations through our magnetic media backup processes.

This process has been completely eliminated, since Storagepipe performs archival snapshots of our data from their end, without having to copy and re-send all of our data.

And the entire process takes place over a secure Internet connection. This reduces our hardware, labor and soft costs while increasing our auditing efficiencies."

CIO OF ADIDAS CANADA

State-of-the-Art Datacenter

Storagepipe's datacenter facilities incorporate cutting-edge technologies to ensure maximum security and availability of your data. This ensures that your information assets will remain protected against theft, fire, and natural disasters.

→ 24 / 7 live security guards and CCTV camera monitoring

→ 6 Stand-alone generators with 7 days of fuel

→ Redundant network connectivity

→ Mirrored hydro connections to separate power grids

→ Innergen gas fire suppression system puts out flames without harming hardware

→ Mirrored HVAC cooling

In addition to this, your data remains encrypted while in storage, and servers are stored within locked cages with highly restricted access.

Highly Trained Technical Support

Your data backups will be automatically monitored 24 hours per day and supported by our highly trained staff, with years of specialized backup and recovery experience. Storagepipe invests heavily in hiring the most technically skilled workers, and ensures they have the most up-to-date training and certifications from IBM, Cisco, Microsoft and other leading vendors.