

Car Dealer Saves 70% in Data Backup and Recovery Costs

Copeland Toyota Replaces Tape Backup Solution with Comprehensive Cloud Data Backup and Recovery from Autonomy



Challenge:

Popular south Boston-area Toyota dealership faced increasing tape backup capacity and reliability limitations and required a seamless data protection solution for its server and PC environments.

Solution:

Autonomy's comprehensive cloud data backup and recovery for PCs and servers gave Copeland Toyota a simplified, rapid recovery solution it required to assure business continuity.

Results:

After deploying Autonomy's Connected Backup for PC and LiveVault, Copeland replaced its tape backup and restore process with an automated cloud data backup and recovery solution.

Copeland Toyota - An Award-winning Dealership in South Boston

When you are looking for a new or pre-owned Toyota in the south Boston area, Copeland Toyota (www.copelandtoyota.com) is an award-winning dealership. As one of New England's largest Toyota facilities, Copeland Toyota has been in business for 40 years. The dealership is home to one of the largest selections of Toyota Camry, Highlander, Prius, RAV4, Tundra, Tacoma, Corolla, Yaris and Venza inventories in the south Boston area. Based in Brockton, Mass., Copeland Toyota has been a Toyota President's Award Recipient for the past five years in a row, and for six of the past nine years, recognizing the company for excellence in customer sales and service satisfaction.

The Challenge

Even while this popular Toyota dealership grew, the company had limited IT resources, both in terms of staff and budget. Even so, data protection still remained a top priority so that data integrity and compliance could be maintained as the organization continued its rapid sale and service growth. Copeland Toyota had traditionally relied on a tape backup solution to retain and protect its valuable data. Yet, this solution was quickly becoming unreliable and difficult to manage. Tape capacity constraints combined with management challenges and a shortage of physical space made it the right time to find a new solution. Compounding this challenge, CFI was outsourcing its information technology requirements. As a result anything that took more time also increased the overall IT outsourcing budget. They required an integrated solution that was turnkey so that the finance organization could operate it on "auto pilot" without additional outsourced IT resources.

"Tape management was becoming an issue for data protection and recovery," said Jason Pappas, Information Technology Manager at Copeland Toyota. "We were running out of physical space for additional hardware and cooling was an increasing issue. We wanted an automated data protection solution that would meet our backup and disaster recovery needs. We looked at both on-premise and off-premise cloud based solutions, but on-premise offerings still required some management and data real estate. Ultimately we wanted an off-premise solution with one less device to manage."

"The products couldn't have been easier and they continue to be easy with seamless, transparent upgrades and exceptionally low management overhead."

—Jason Pappas, IT Manager, Copeland Toyota



Organization

Copeland Toyota

Industry

Automotive Dealer

Solution

Connected® Backup and LiveVault®

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—Jason Pappas, IT Manager,
Copeland Toyota



POWER
PROTECT
PROMOTE

The Solution

Copeland Toyota looked at several on-premise and cloud-based solutions. Knowing that an off-premise solution would give them more flexibility and less to manage, the automated backup, restore and recovery features of Autonomy's comprehensive cloud data backup and recovery solution made them a top contender.

To assure data backup and recovery for the entire lifecycle of its data — from auto purchase to support and repairs — Copeland Toyota uses Autonomy Connected® Backup for workstation backup and Autonomy LiveVault® for cloud server data backup and recovery that enable automatic, highly efficient backups without requiring end user action or IT staff involvement. Following an initial full backup, Delta Block® technology ensures that only data changes and newly created files are subsequently backed up. With SendOnce® technology, identical files located on multiple machines, are recognized and backed up only once.

As a result, Copeland Toyota receives smaller, faster backups — even over dial-up connections — and reduces storage requirements and costs. In addition, this solution provides the scalability to meet future business growth requirements.

For its server data backup and recovery, Copeland Toyota relies on LiveVault cloud server data protection to reduce the costs and burden of its tape backup management. The solution provides a fully managed cloud data backup and recovery service with proactive remote administration and monitoring, removing the backup operations headaches so Copeland Toyota can focus on core projects instead of backup chores.

LiveVault also helps the popular Toyota dealership address the cost of ownership associated with the backup infrastructure consisting of tape, libraries, and backup servers. Cloud data backup and recovery provides automated data protection with no capital investment.

The Results

For Copeland Toyota, the Autonomy solutions proved to be very simple to install with no need for professional services. In addition, it provides a comprehensive cloud data protection solution that ensures data is always available, secure and accessible for recovery. At one point, Copeland Toyota needed to do a restore for some lost user data, including log files. Pappas was impressed that it was restored instantly without data integrity issues.

"Everything is there and available for an instant restore," said Pappas. "It's that easy. Tapes do not allow for granular point in time recovery. With Autonomy data backup and recovery we can recover point in moments if needed. With tape, performing the same restore can be like finding a needle in a haystack." As a result of deploying the Autonomy comprehensive cloud data backup and recovery solution, Copeland Toyota has saved 70% in infrastructure costs while eliminated the challenges of its previous tape backup solution.

The company is also able to centrally manage distributed PC data and assure automated efficient backups without user intervention with Connected Backup. This has resulted in a reduction of storage needs by up to 90%. In addition, end-users can now retrieve their own lost or damaged files without helpdesk support. As a fully managed cloud service, LiveVault gives Copeland Toyota automated offsite server data backup and recovery. The solution speeds reliable backup and recovery operations with little or no IT intervention.

The LiveVault solution minimizes data loss through continuous backup and mirrored data centers and provides native, embedded data deduplication and open file and database protection. It also features rapid backup and recovery to meet Copeland Toyota's RPO and RTO objectives.

About Autonomy

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds TSB, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide. Autonomy and the Autonomy logo are registered trademarks or trademarks of Autonomy Corporation plc. All other trademarks are the property of their respective owners.

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