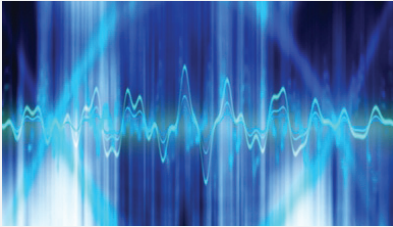


EMC Avamar increases backup performance and efficiency of fast-growing digital audio infrastructure



ESSENTIALS

Challenges

- Pervasive virtualization, rapid data growth
- Backups ran into production hours
- Slow recovery hurt employee productivity

Solution

- Next-generation Backup Infrastructure
 - EMC Avamar deduplication backup and recovery solution
 - EMC NetWorker unified backup and recovery solution
 - VMware vSphere virtualization solution

Key benefits

- Full backups reduced from two and a half days to just two hours
- Daily full guest and image level backups, and one-step recovery
- Daily backup administration time reduced by 75 percent
- Desktop/laptop users easily restore their own data without IT staff intervention
- Centralized backups accelerate the journey to private cloud and the virtual desktop

Today, music is only one way that Muzak creates experiences. As a subsidiary of Mood Media Corporation, a leading in-store media specialist, Muzak works with companies to more deeply engage their customers and brands through digital signage, commercial television, scent, audio/video system design, and more.

Although business music is still a core part of what Muzak does, digital media has brought new modes of delivery. There used to be a single choice: a fixed menu of music channels delivered by satellite broadcast. Now clients can opt for audio and video programming customized for their brands, delivered via the Internet.

“We’re expanding into other types of media, such as digital signage and video,” relates Brian McGary, Muzak’s IT operations manager. “We’re also re-ripping audio into higher bit rates for higher quality music, and we’re getting more devices out into the field. In many ways, data has become our product.”

“With this shift to digital and new products, we have seen an explosion of ‘Big Data’ in our environment,” he adds. “Data growth is also being driven by our virtualization, which is now at 95 percent. In addition, our tape backup operations were not keeping up and our weekly full backups, which used to fit into a weekend, started to stretch into two and a half days. That pushed us into mid-day Monday, which was slowing down our production operations.”

AVAMAR HANDLES CHANGING BACKUP NEEDS

All of the company’s web assets, internal and public-facing, as well as Microsoft® Exchange and SharePoint®, file servers, and all test and development are virtualized with VMware® vSphere®. Muzak recognized its existing backup solution could not keep pace with its growing virtual environment. After exploring available options, the company decided to implement EMC® Avamar® backup and recovery software and systems, which includes integrated data deduplication.

By deploying Avamar, Muzak achieves fast, daily full image-level backups for their 65 VMware virtual machines as well as one-step recovery. Daily full guest-level backups are also performed for a large file server. The deduplicated backups are efficiently retained on a disk-based Avamar Data Store server located in the datacenter.

Applications protected by Avamar include the digital music that Muzak provides to customers, as well as the company’s Microsoft Exchange 2007 email cluster, SQL Server®, and file servers. Muzak is also using Avamar to protect 25 desktop and laptop systems at headquarters and two remote sites, with plans to extend protection to other users.

EMC NetWorker® and tape continue to be used for backing up large drives that hold music file server data, which changes less often than other data.

Muzak stores all of its data on an EMC infrastructure that includes EMC CLARiiON® and EMC Celerra® unified storage and EMC Centera® content-addressed storage.

“With EMC’s virtualization knowledge and excellent integration with VMware solutions, we’re able to deploy next-generation backup solutions that are optimized for the cloud. With this combination, we’re assured of advanced data protection, efficiency, and agility—all critical requirements for the cloud.”

BRIAN MCGARY

IT OPERATIONS MANAGER

BACKUP WINDOW SHRINKS FROM DAYS TO HOURS

Avamar deduplicates backup data at the client, before transfer across the network, and globally across sites and servers to reduce required network bandwidth and disk storage. As a result, daily full backups easily complete within the backup window, protecting Muzak’s entire virtualized infrastructure.

“I moved all of our virtual machine backups to Avamar because it’s far easier and faster,” says Paul Mace, storage systems specialist at Muzak. “With deduplication, the Avamar backup goes through all the VMware SOAP [Simple Object Access Protocol] files and grabs just the tiny bit that has changed, rather than the whole thing all over again.”

With less data, backups are running a lot faster.

“A weekly full backup of the big LUN on our file server took about two and a half days,” Mace recalls. “Now that happens daily, and in just two hours. And we’re doing daily full backups of our 65 virtual machines in two and a half hours. Before it took all night because our fibre infrastructure couldn’t get the data to the tape fast enough. The performance we achieve with Avamar is incredible.”

FAST DATA RECOVERY INCREASES USER SATISFACTION

Better backup and restore for end-user data is another improvement. Samantha Balsam, project manager at Muzak, reports user satisfaction has gone up.

“The laptop users can restore files themselves, right away, without calling the IT help desk,” she states. “They also have peace of mind knowing that their data is stored securely.”

“It has been fantastic for our laptop users,” adds Mace. “They haven’t had to wait for someone to retrieve their data from tape. Our users now say, ‘Hey, IT is really working for us.’”

REDUCED MANAGEMENT TIME AND COSTS

Deploying Avamar has also simplified backup administration and reduced management time.

“We used to spend a lot of time trying to find out what was causing backup failures,” explains Mace. “I spent at least an hour and a half each day. Now that we have Avamar I probably spend 20 minutes administering backup day-to-day. I check on the backups from the night before, see if I need to attend to anything, and that’s it.”

The time savings now provide the opportunity to work on other IT projects. Muzak plans to add EMC RecoverPoint continuous remote replication (CRR) to replicate key applications in the company’s data center.

ENABLING THE JOURNEY TO CLOUD

Avamar is also accelerating Muzak’s journey to the cloud. Centralizing backup and recovery of laptops moves the rollout of a virtual desktop infrastructure even closer.

“We have made tremendous strides with virtualization in the past couple of years,” comments McGary. “With EMC’s virtualization knowledge and excellent integration with VMware solutions, we’re able to deploy next-generation backup solutions that are optimized for the cloud. With this combination, we’re assured of advanced data protection, efficiency, and agility—all critical requirements for the cloud.”

CONTACT US

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