

Case study

Client → **Adder Technology**
Industry → Manufacturing

How a fast growing manufacturer beefed up its backups



Adder Technology's IP KVM products securely stream keyboard, video and mouse signals, allowing computers to be controlled remotely.

At a glance

Challenge

- Protect a growing volume of data
- Manage offsite backups via Veeam
- Keep intellectual property private
- Restore lost data faster
- Backup more frequently
- Control backup costs

Solution

- Backup to high-capacity platform
- Backup via Veeam Cloud Connect
- Public-key encryption of backups
- Disk-based backup replaces tape
- Hourly offsite backups
- Simple storage-based pricing

Result

- Terabytes of extra storage on request
- No need for additional backup software
- Only Adder can decrypt its backups
- Data recovery can begin within seconds
- Less data is likely to be lost
- Predictable backup bill

Why Adder switched to hSo Cloud Backup to protect its critical data

Between 2011 to 2018, innovative UK manufacturer Adder Technology grew its turnover from £13m to £31m, doubled its number of employees, and opened six offices on three continents.

This impressive growth rate created challenges for Adder's IT team, increasing both the scale and complexity of their work.

Adder's staff all needed to have access to file storage, email, databases, ERP systems, and in some cases, development systems.

These on-premise systems had to be backed up to an off-site location, with data being recoverable within acceptable timeframes. This became harder as the volume of data grew, the number of VMs increased, and backup windows shortened as employees in multiple time zones connected to HQ.



A global leader in connectivity solutions and high performance IP KVM, Adder Technology enables the real-time control and management of distributed IT systems.

Trusted by many of the world's largest organisations, Adder's solutions are designed to enhance productivity, improve desktop ergonomics and increase efficiencies in mission-critical environments.

With a presence in over 60 countries, Adder works with an international network of distributors, resellers and OEMs to connect millions of users with critical IT infrastructure.

Adder's IT manager, Keith Shire, decided the time had come to replace daily tape backups with an online disk-based alternative. After investigating the options, Adder selected hSo Cloud Backup.

"The volume of data has grown rapidly... We've completed two major ERP upgrades and onboarded our American offices. As a result... maintenance windows shorten, and our RPO and RTO become harder to achieve..."

– Keith Shire, IT Manager, Adder Technology Ltd

Seeking scalability

Adder wanted an offsite backup service that could easily protect a growing volume of data, without Adder having to pay in advance for storage capacity not yet required.

hSo's backup platform delivered this scalability, giving Adder the space needed to support organic growth and store more frequent snapshots of critical IT systems.

Keeping control via Veeam

Adder used Veeam® software to manage its backups and wanted this to continue as the software was familiar, it largely did what Adder wanted, and Adder had already made significant investments in Veeam licencing and training.

hSo Cloud Backup has enabled Adder to easily manage its offsite backup jobs from within its Veeam Backup & Replication console. hSo's service uses a feature known as Veeam Cloud Connect that greatly simplifies the process of backing up to a Veeam-compatible offsite backup service.

Protecting data confidentiality

Many cloud backup providers are able to view the files their clients backup. To Adder, such a situation was unthinkable.

Adder spends millions each year on product innovations to keep it ahead of its rivals, reinvesting over ten per cent of its turnover on R&D. Adder strongly protects its intellectual property with patents, access control and encryption.

"Our IP is everything. So encryption and [restricting] data access were key factors in our decision," said Keith Shire.

hSo Cloud Backup enforces mandatory client-side encryption, so hSo cannot view its customers' backup files. Adder's

backups are encrypted by its own Veeam backup console. Only Adder can decrypt these backup repositories.

Slashing data recovery timescales

Adder operated a multi-tiered backup strategy, with a primary backup to on-premise systems, supplemented by a daily backup to tapes, moved off-site by a storage firm.

This approach had served Adder well, but was becoming less practical, according to Adder's IT Manager Keith Shire:

"We were growing rapidly, the number of tapes was growing rapidly, and so RTO was growing rapidly as well. In the event that something did happen and we needed to index and re-catalogue ten tapes, it would take a considerable amount of time to do that and then get the data off it."

Having switched to hSo's disk-based cloud backup service, Adder can now begin recovering lost data immediately, without having to wait for physical media to be retrieved.

The cloud-based service also allowed Adder to increase the frequency of its offsite backups significantly.

"We're now able to snapshot our tier one systems on an hourly basis and send those snapshots offsite - something that has historically proven very costly or challenging."

– Keith Shire, IT Manager, Adder Technology Ltd

Securing necessary reassurances

Adder conducted a technical trial of the service, performing file-level and VM-level restorations, and asked a lot of questions of potential suppliers as part of its due diligence.

Shire says a UK data resting location was important to Adder, as were hSo's ISO 27001 certification, its Veeam partner status, and the fact that backup repositories were housed in data centres run by security-accredited operators.

Controlling backup costs

Another attraction of hSo Cloud Backup was its predictable pricing, based on agreed storage quotas, with no charges for data transfers, read/write requests or routine data recovery.

"We can effectively run as many restore jobs and backup jobs as we want, and we won't get charged for bandwidth," commented Keith Shire.

About hSo

hSo is an accredited managed service provider delivering connectivity, cloud, telephony and IT security services to UK organisations.

It is a partner of leading technology firms, including Veeam, VMware, Microsoft and AWS.

To find out more, visit www.hso.co.uk



ISO 9001
ISO 27001
ISO 20000



Microsoft
Partner

