

## Extreme Collaboration



**TANGIBLE GROUP** Gains More Reliable Protection in Less Time

Whether it's a public service advertisement for fire safety that runs entirely in reverse, or a car commercial featuring a hatchback driving through a landscape of giant bubble-wrap, the Leith Agency is known for creative and ground-breaking advertising work. Part of the Tangible Group, an integrated marketing/advertising agency located in the UK, the Leith Agency understands the importance of successful communications. Within its offices, Tangible relies on critical business email communications and financial databases, running on multiple operating systems (MS Windows, Linux, etc.). Data also resides in multiple locations, and will eventually be available in a hosted environment.

At all stages of its use case, Tangible turned to technical consultant Derek Russell, an expert on data protection. Russell introduced Tangible to Syncsort BEX. According to Chris Hamilton, Head of Systems at Tangible, "BEX was the only backup solution that could successfully protect our environment. We ran a proof of concept before purchase," Hamilton notes. "There was no risk when we moved into production."

### Faster Backups with BEX

BEX was purchased after it backed up in less than half the time taken by our previous backup product.

When asked about what attracted him to BEX, Hamilton replied: "Performance! It is aptly referred to as Syncsort-for-speed."

### IT Efficiency With BEX Protection

BEX can back up the whole enterprise," Hamilton notes. "Other products can only back up part. We have also reduced administrator time from days to hours."

## tangible:

### INDUSTRY

- Professional Services
- An integrated marketing/advertising agency
- Offices in London, Edinburgh & Cheltenham

### CHALLENGES

- Backups taking too long
- Needed a backup and recovery solution that would support multiple operating systems and transition from Novell to Windows

### SOLUTION

- Replace existing ArcServe backup software with Syncsort BEX
- Protect email servers as well as MS SQL for financial databases
- Provide centralised management of data protection

### RESULTS

- Zero user impact during email backup
- Rapid Application recovery
- Easier to use, ability to manage multiple locations
- Ability to scale

## About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.