VM BACKUP
Hyper-V | VMware

KEY FACTS

FRAICHE
Perfumando a México

Company name:
Perfumes y Esencias Fraiche
S. A. de C. V.

Location:
Mexico

Industry:
Perfumes and personal
care products

Interviewee:
Erik B. Medina Pereda,
Infrastructure Analyst

www.fraiche.com.mx

ALTARO'S WAN-OPTIMIZED REPLICATION FEATURE PROVIDES BACKUP FAILSAFE AND PEACE OF MIND FOR MEXICAN PERFUME COMPANY

Thanks to the WAN-Optimized Replication functionality within Altaro VM Backup, Perfumes y Esencias Fraiche is confident that it has a failsafe should anything go wrong. This technology dramatically reduces the time that virtual machines and applications running on them are down after a failure, as it gives users the ability to switch to a replicated virtual machine (VM) that is running offsite.

"The use of WAN-Optimized Replication enables us to keep copies of backups outside our main location thus adding another layer of security should something go wrong and we can therefore keep the recovery time as low as possible," Erik B. Medina Pereda, Infrastructure Analyst at Fraiche explained.

"We know that if a disaster strikes, we can switch with immediacy to an ongoing copy of our virtual machines and be back up and running in a short time. This gives us peace of mind should our infrastructure suffer any damage due to storms, fires or flooding," he added.

Founded in 1989, Perfumes y Esencias Fraiche markets perfumes and personal care products throughout Mexico and some Latin American countries.

Bandwidth consumption and the impact on resources to create the offsite backups is very low, something that Fraiche considers very important.

EFFICIENT AND FAST BACKUP PROCESS

Restoring data also was a simple process, Erik said, adding that when they needed to restore backups, users were surprised at how fast they were back up and running. They had to restore backups several times and it was a very efficient and fast process.

"Altaro VM Backup does not congest the network or affect the machines. We have a server that is very 'delicate' when modifications are made, so we perform a daily backup with a retention period of seven days. We have had to recover the server five times already and in less than 30 minutes, thanks to Altaro."

Another important aspect of Altaro VM Backup is its Augmented Inline Deduplication technology. *"Deduplication is a very important feature because storage costs are quite high. Thanks to this feature we can back up all our machines – around 40 servers – and need only 2TB of storage, which includes multiple backups for each machine and retention periods,"* Erik said.

Reconciling software licensing costs and a company's current and future needs is often a major challenge. Inflexible licensing and pricing often prevent companies from adopting technology. Fraiche faced this situation when they began looking for a backup solution.

"We looked at several backup solutions before Altaro VM Backup but the licensing cost was very high for our small operation," Erik explained.

"They (licensing options) could not be adapted to the volumes we handled, and you had to pay full licenses in order to support a few servers."

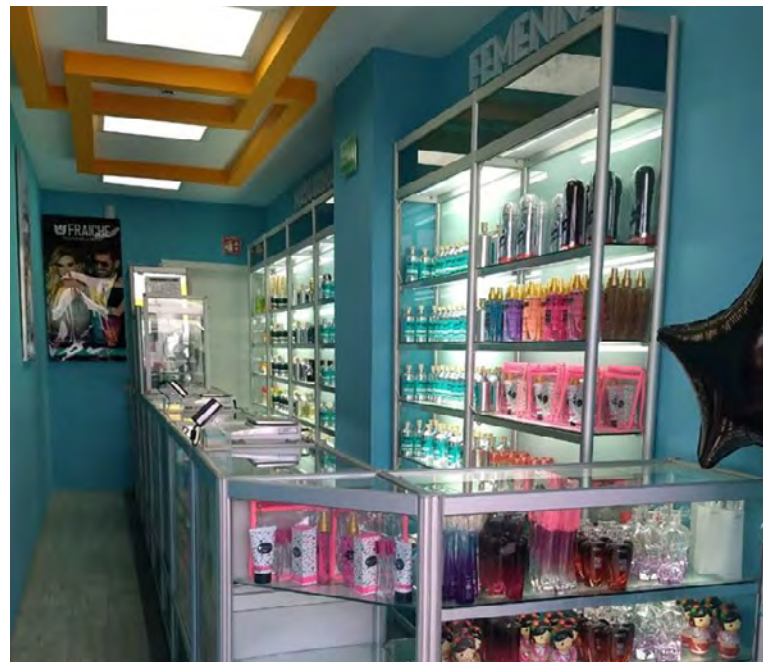## PRICING PERFECTLY SUITED FOR GROWING BUSINESSES

What caught their attention from the outset were Altaro's pricing options which are perfectly suited to a company of their size and with their needs.

"We liked the price of Altaro and that it suited our small operation. Our costs (using Altaro) are relative to our growth. We tried it for 30 days and we liked its simplicity and how it really fulfills its function," Erik said.

What makes Altaro different from other vendors?

According to Erik, price, simplicity and its efficacy are three reasons that make Altaro stand out.

"It does what it promises to do, adapts to the company's growth in terms of cost, is very simple and easy to operate, so much so that sometimes we forget to monitor it."

ABOUT ALTARO

Altaro is a fast-growing developer of easy-to-use backup solutions for managed service providers (MSPs), IT resellers and IT departments. It specializes in backup for virtualized and cloud environments, providing affordable enterprise-class functionality while avoiding unnecessary features that add cost and undue complexity. With 50,000+ customers worldwide, 10,000+ partners globally and 2,000+ MSPs to date, the company's flagship solution is Altaro VM Backup, which has gained traction as the natural choice for Hyper-V and VMware backup and replication. Altaro also provides a solution to back up and restore Office 365 mailboxes, Altaro Office 365 Backup. Both are also available as monthly subscription programs for MSPs.

DOWNLOAD YOUR 30-DAY TRIAL HERE: www.altaro.com/download

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| 3 |