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Success Story

BUMBLE BEE FOODS

North America's Largest Branded Seafood Company Centralizes D2D2T Backup and Recovery for Increased Data Protection

Challenges

- Proliferation of dispersed data led to a hodgepodge of backup and recovery solutions.
- Inability to scale quickly or easily to keep pace with dynamically changing environment.
- Inordinate administration time and effort was required to coordinate company-wide backup and recovery effort.

The Solution

REO™ 4500, ARCvault™ 48

Benefits

- Window for backing up 5 TBs of data reduced by 60 percent.
- Administrative overhead decreased by 10 hours weekly.
- The addition of versatile D2D2T backup and recovery, along with business best practices, expected to result in cutting overall data protection costs in half.

As the largest branded seafood company in North America, Bumble Bee® Foods has attained significant consumer loyalty based on the premium quality of its products. Founded in 1899, the company has become a household name and billion-dollar purveyor of canned tuna, salmon and specialty protein foods.

Headquartered in San Diego, Bumble Bee continues to prosper through corporate acquisitions and expansions. Preparing for annual data growth of 200-to-300 percent became increasingly challenging, especially when embracing business best practices while ensuring compliance with Sarbanes-Oxley, FDA and other regulatory requirements.

"The addition of Overland's REO and ARCvault, along with centralized best backup practices, will enable Bumble Bee to cut our annual data protection costs in half while saving up to 10 hours in administrative overhead each week."

Tony Costa
CIO and Senior Vice President
Bumble Bee Foods

According to Tony Costa, CIO and senior vice president for Bumble Bee, the company's dynamic environment creates unique situations for the 35-member IT team. "We must keep pace with rising data requirements to sustain a stable, reliable and secure technology infrastructure," he says.

The Challenge

Bumble Bee's expansions led to a proliferation of disparate data, which was protected by a hodgepodge of backup and recovery strategies. "We had mix-and-match software and hardware safeguarding 5 TBs of data across 14 remote sites," explains Costa. "It became increasingly difficult to manage backups and fix mounting reliability problems."

In addition, Bumble Bee's ever-increasing population of laptop users often stored vital data on local hard drives, leaving them vulnerable to data loss risks. Moreover, an outdated storage area network (SAN) and small ADIC tape library became overtaxed by escalating backup and recovery demands. As a result, an inordinate amount of administration time and effort was spent managing nightly incremental and weekly full backups, including troubleshooting problems at the remote sites. Tape handling costs continued to increase, consuming up to \$40,000 of the IT department's annual budget.

In 2006, Bumble Bee began to consolidate backup and recovery operations at its San Diego headquarters to streamline the migration of data from the dispersed sites while also adding multiple layers of protection and reducing recurring costs.

The Solution

In re-architecting its backup and recovery foundation, Bumble Bee upgraded its EMC Fibre Channel SAN, standardized on Symantec Backup Exec software and added Live Backup to preserve centralized and remote applications, servers and

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laptops. Additionally, the company implemented DoubleTake Software to replicate remote data onto network attached storage (NAS) appliances at dispersed sites while also duplicating critical data at headquarters. Unfortunately, the additional DoubleTake traffic overwhelmed capacity-constrained disks at headquarters, which frequently "timed out" before replication was completed.

Still, Bumble Bee felt that scalable disk-to-disk (D2D) technology featuring virtual tape library (VTL) capabilities could handle the DoubleTake traffic and help slash backup and recovery windows substantially. "We had to be prepared for unpredictable data growth without incurring exorbitant equipment costs or putting undue strain on our small IT team," says Costa. "It was imperative that we find a fully capable system that would enable us to deploy D2D best practices while accommodating our evolving needs for years to come."

After reviewing the latest disk-based systems, Bumble Bee focused on Overland's next-generation REO™ 4500, which includes a SAS RAID controller and on-demand expandability with up to 27 TBs of raw data capacity. Previously, Bumble Bee had deployed an Overland tape library and was impressed with product quality and responsive customer support. "We purposefully keep our number of strategic technology relationships to a minimum," Costa notes. "Overland is one of those trusted partners because the products-along with the company-are mature, stable and proven to be best in class."

Hands-on testing of the new product revealed that REO could handle DoubleTake's multiple data streams while producing dramatic improve-

ments in overall backup and restore times. "REO's technology is solid and works well in our environment as a critical restore point," adds Costa. "Bumble Bee added both REO 4500 and ARCvault 48 for the ultimate in disk-to-disk-to-tape (D2D2T) data protection."

The Benefits

Bumble Bee implemented REO with six VTL partitions to decrease its backup window by 60 percent, from 40 hours to 16 hours. When Bumble Bee completes its cutover from iSCSI to Fibre Channel connectivity, the time should be reduced by 50 percent, requiring only eight hours for a full 5 TB backup. Because backup speeds on the REO connected via iSCSI rivaled the throughput of a previous Fibre Channel system, Bumble Bee also plans to employ both forms of connectivity going forward. "Performance with iSCSI connectivity has been superb," says Steve Steinmetz, senior network engineer for Bumble Bee. "Using iSCSI translates into much greater flexibility and lower total cost of ownership because we don't have to invest in as many static disks."

Setting up the iSCSI initiators and configuring the REO is a straightforward "point and click" operation. "Reading data on the REO is a breeze," Steinmetz adds. "The simplicity and versatility opens a lot of doors for us." In particular, Bumble Bee gives REO high marks for configuration flexibility as the company also uses the product as disk targets (LUNs) to serve as backup repositories for both DoubleTake and Live Backup data. In testing data recovery with the REO, Bumble Bee has attained near-instantaneous file restores.

Bumble Bee also takes advantage of Overland's exclusive Dynamic Virtual

Tape™ (DVT) technology to optimize capacity utilization of both virtual and physical tape cartridges. "REO is squarely in the middle of everything we do to make our data protection foundation bulletproof," Steinmetz says. "We no longer worry about migrating backup data as it all goes onto the REO first and then is backed up on ARCvault 48 for secure, long-term data retention."

Improved tape optimization on ARCvault has enabled Bumble Bee to reduce its number of tapes required for full backups by approximately 40 percent while decreasing its tape allotment for weekly incremental backups by 73 percent. "In the past, Bumble Bee paid up to \$40,000 a year on tapes alone," concludes Costa. "The addition of Overland's REO and ARCvault along with centralized best backup practices will enable Bumble Bee to cut our annual data protection costs in half while saving up to 10 hours in administrative overhead each week."

About Overland Storage

Overland Storage offers the most complete set of smart, affordable data protection appliances that ensure data is constantly protected, readily available and always there. Overland Storage brings enterprise-class capabilities to mid-range customers through affordable and reliable solutions that reduce the backup window, improve data recovery speed, simplify short- and long-term data retention and make cost-effective disaster recovery a reality for all. Overland products include award-winning NEO SERIES® and ARCvault™ tape libraries, REO SERIES® disk-based backup appliances with VTL capabilities, and ULTAMUST™ RAID high-performance, high-density storage. For more information, visit www.overlandstorage.com.



WORLDWIDE HEADQUARTERS

4820 Overland Avenue
San Diego, CA 92123 USA
TEL 1-800-729-8725
1-858-571-5555
FAX 1-858-571-3664

GERMANY OFFICE

Humboldtstr. 12
85609 Domach Germany
TEL +49-89-94490-214
FAX +49-89-94490-414

UNITED KINGDOM (EMEA OFFICE)

Overland House, Ashville Way
Wokingham, Berkshire
RG41 2PL England
TEL +44 (0) 118-9898000
FAX +44 (0) 118-9891897

FRANCE OFFICE

88 ter avenue du General Leclerc
92100 Boulogne Billancourt, France
TEL + 33 (0) 1 74 31 10 70
FAX + 33 (0) 1 74 31 11 31

ASIA PACIFIC OFFICE

Level 44, Suntec Tower Three
8 Temasek Boulevard
Singapore 038988
TEL +65 6866 3848
FAX +65 6866 3838

www.overlandstorage.com