



Success Story

MAKE IT

Make IT bases innovative backup/restore services to clients on scalable D2D2T solution from Overland Storage

Challenges:

- Accelerating upward growth in volumes of own and customers' data storage
- Customers' needs for secure backup, archiving, recovery services
- Desire to protect customers from future storage difficulties and backup problems
- Finding solution suited to both own requirements and customers' varying needs

Solution:

REO 9000, REO 4000,
2 x REO 1000, NEO 4000

Benefits:

- Fast backup and restore times in-house and for customers
- Well supported and reliable hardware complete with guarantees
- Integrated disk/tape solution at price comparable with tape
- Scalable for further storage growth and/or more customers needing storage/backup services
- Flexible solution suited to fact of customers' needs changing in future
- Simple solution, easy to use
- Solution from single highly focussed supplier

Make IT works as the information technology partner of a growing number of businesses in South West Sweden. Many of these are near to or in the town of Borås where the company's own offices are located, and are smaller or medium sized organisations with between five and 50 computer users. Other Make IT customers have hundreds of users, and do business internationally.

The company offers support and assistance in all areas of IT, from strategic technical consultancy through systems integration and software licence rental to provision of hosted servers and outsourced day-to-day operations. For example, one customer might need advice on upcoming developments in website security, another, ongoing helpdesk facilities. For a third, Make IT might ensure that all its PC software is kept up-to-date.

Make IT likes to develop long term relationships based on sound understanding of each customer's unique business issues and associated IT needs. The company's managing director Jonas Linderos sees his team's ability to do this as the cause of Make IT's considerable success to date. Because customer businesses vary so much, he explains that he and his colleagues need to be very flexible in order to provide the particular service required. "And we can be, because our staff are so experienced and versatile," he says. Active awareness — of customer needs, and of upcoming technology trends which will help in meeting them — characterises this flourishing specialist business.

The Challenge

Having provided tape storage facilities to some of its customers for several years, during 2004 Make IT saw people's needs starting to change dramatically. Make IT's population of hosted servers, located at the company's secure site inside a mountain, started to multiply at an accelerating pace with volumes of data increasing rapidly. The picture was similar at those Make IT customer businesses with their own in-house IT facilities. Linderos says, "For the biggest customers storage has always been an

important issue, but backup has now also become very important for everyone. And it's growing very fast".

Linderos and his colleagues foresaw the need for innovative data storage, backup and recovery service offerings. The ongoing installation of more and more high speed broadband data transfer infrastructure in the area, and beyond, could facilitate such services. But the real challenge was to put in place new storage/backup infrastructure that would meet their own needs, that would provide the basis of services to customers — and that would continue to do so optimally as circumstances changed.

"To do its job well, any IT solution must function properly, and behind it must be an organisation for whom this is as important as it is for us."

Jonas Linderos,
managing director and consultant, Make IT

Make IT set about assessing suitable hardware and software. Their requirement was slightly unusual; for security reasons the fast-growing ranks of different customers' servers could not be interconnected.

"Scalability was the most important factor we looked for," says Linderos. "We needed to be able to grow, and we wanted a solution that would last four or five years" — because he sees further, inevitably steep, growth of data ahead. Other key criteria were high reliability, simplicity and ease of use, quality support and a good balance between high performance and value for money.

The Solution

Linderos knows from experience what makes an IT company successful, and looks for these attributes in suppliers to Make IT. On this basis,



and working with distributor Santech Micro Group (SMG) Sweden AB, Make IT chose a solution from Overland Storage featuring disk as well as tape. "Overland's equipment is reliable, and with lots of speed that we can afford. Speed of replication is important to us," he explains. Another key factor was the quality of the hardware and the software; also critical was the fact that their D2D2T solution would be provided by the single supplier. "The company behind the solution is as important as the solution itself," he believes. "And it's good to have just one partner to phone."

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Early in 2005 Make IT purchased a REO 9000 disk-based backup and recovery appliance and a NEO 4000 tape library for its own use, and two REO 1000s and a REO 4000 for customers. The software is Veritas Backup Exec for backup and Overland Multi-SitePAC for remote backup mirroring.

The REOs installed at customer premises enable these businesses to outsource their backup to Make IT. Every night the data written during the day to each of these disk units is mirrored via high speed broadband transfer to Make IT's REO 9000 at the secure mountain site, and once a week copied to the NEO 4000 (which has 60 slots, with the capacity to scale up to another 240). The only attention that the customer gives to the disk unit is checking it has power.

As Linderos observes, "Here we have a solution where customers don't have to worry. We are here to worry for them!" The REO

failover function means that Make IT doesn't have to worry too much either. So does Linderos' knowledge that Overland equipment has a very high reliability track record, and the support agreement promising next business day replacement in case of failure.

The Benefits

Make IT sees its new solution primarily as a means of helping clients avoid the storage/backup/restore problems that trouble so many organisations today. "The real benefits are for the customers," says Linderos. "They have the hardware that we install, we check the hardware and the software, do the backups, change the tapes, archive the tapes and keep them in our safe deposit. It's very simple for the customers! We now have the opportunity to offer them a whole solution for backup so that they don't have to worry about a thing." For Make IT, "It's good that we can use the same solution to meet our own needs and to provide the ability to sell backup and storage services to customers." Their services must give good value for money, and "It's a very cost-effective solution" — and, as required, highly scalable.



Another benefit lies in having the right, single, partner supplier. Linderos says: "To do its job well, any IT solution must function properly, and behind it must be an organisation for whom this is as important as it is for us." Business cannot stop — a fact which applies to both Make IT and its clients. "The only difference between ourselves and our customers is that we look at the functioning solution and the company behind it, and the customer looks at the service from ourselves. Peace of mind is important for everyone!"

WORLDWIDE HEADQUARTERS

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

FRANCE OFFICE

126 Rue Gallieni
92643 Boulogne Cedex France
TEL +33 (0) 1 55 19 23 93
FAX +33 (0) 1 55 19 25 02

ASIA PACIFIC OFFICE

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

UNITED KINGDOM (EMEA OFFICE)

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

GERMANY OFFICE

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

www.overlandstorage.com

About Overland Storage

Now in its 25th year, Overland Storage is a market leader and innovative provider of simply protected storage solutions — smart data protection appliances and software modules designed to work together, affordably, to ensure that information is automatically safe, readily available and always there. Overland's award-winning data protection solutions include the ULTIMUS SERIES™ of protected primary storage appliances; the REO SERIES™ of disk-based backup and recovery appliances; and the NEO SERIES® of tape libraries. Overland sells its products through leading OEMs, commercial distributors, storage integrators and value-added resellers. For more information, visit Overland's web site at www.overlandstorage.com.


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