

## Elite Storage for an Elite Company

### Company Background

Elite Brands was founded in 2000 with an initial vision of providing national food products to US military commissaries. Launched with Tropicana as its only brand, Elite Brands is now the primary supplier of over 40 brands and hundreds of products to commissaries and exchanges around the world. All of their IT data is stored locally in Massachusetts, however they have remote users who access information on a regular basis.



### Quick Facts

**Company:** Elite Brands is the primary supplier of over 40 brands and hundreds of products to US military commissaries and exchanges around the world

**Problem:** With multiple hard drives filled to 95% capacity, Elite Brands' IT team was unable to utilize five of their servers or do local backup to ensure data access.

**Solution:** They deployed a DroboElite as a reliable back-up solution that enabled them to quickly and easily add 16TB of storage to their servers when needed. With the ability to do local backup and utilize dual drive redundancy, Elite Brands can ensure that their data remains secure and accessible at all times.

### Challenge: Constantly Running Out of Space

Elite Food Brand's IT Administrator Dylan McCullough faced a huge challenge with drive space on his six servers. His systems were filled to 95% capacity and were running extremely slow. As servers constantly ran out space, SQL reports and backup procedures had to be changed to allow for the local caching required to send files to online backup.

With servers filled to capacity and essentially unusable, Dylan started researching NAS and SAN options and ultimately decided that SAN technology would solve his problem. Unfortunately, the cost of SAN solutions was quickly becoming an issue, as the Dell and HP solutions he was quoted would cost \$10,000 just for a basic unit.

At the same time, Dylan was researching home storage solutions and saw a lot of positive feedback about Drobo. After researching DroboElite on the Data Robotics website he began doing forum searches. The features of BeyondRAID were extremely interesting to Dylan, especially the no-downtime capacity expansion and protection against drive failures and potential data loss without the headaches of traditional RAID configurations.

### Solution: Space Issues – Solved

Dylan installed the DroboElite with five 1.5 TB drives to take full advantage of dual drive redundancy capabilities. Prior to the DroboElite, all of their backup data was stored offsite without any storage for local copies. Dylan worried that they wouldn't have access to their data if something happened. Now the DroboElite is supporting local backup of six Windows 2008 R2 servers and one virtual server running Microsoft Hyper-V.

*"What stood out the most was the BeyondRAID features. You don't have to take down an array for dual drive redundancy and the DroboElite array will build itself. You can access files during a rebuild – even Dells don't do that."*

Another benefit has been the ability to attach the DroboElite to the server and instantly add 16TB of storage. Data Robotics' Smart Volume technology with thin provisioning allows companies to create new volumes in seconds and manage multiple 16TB volumes over time with ease. For Elite Brands some of the SQL databases are 170GB and can easily grow beyond the capacity of individual drives with multiple backup images, making local backup difficult to accomplish. Now with the DroboElite, Dylan no longer has to worry about increasing hard disk space on the network.

*"The DroboElite is working exactly as we had hoped. We now have no space issues whatsoever and we are only using 40% of the DroboElite right now. Our COO just purchased a Drobo for home because of how well the DroboElite works. Basically the DroboElite does everything."*



*"I knew there had to be less expensive solutions out there, but I didn't think I would find one as good as the Drobo."*