

# BackUp Avenue

## SPOTLIGHT

*Storage services provider uses IBM storage products to help mid-sized businesses profit*

**B**ackUp Avenue, a French storage services provider, strives to offer cost-effective storage management facilities to small and mid-sized companies—storage services once affordable only to large multinational corporations.

Because the company provides storage backup services via the Internet or leased lines, customers have access to their centralized, secure storage backup and archive services at any time—24×7×365. According to BackUp Avenue CEO Gilles Danan, “Our business is providing extremely reliable and optimally secure data backup as a service. Our customers profit from our extremely high performance and fast, simple and secure solution to their backup problems.”

BackUp Avenue guarantees not only short backup and recovery times, but pricing that is tailored to the small- or mid-sized business budget. To maintain that level of price/performance and to keep up with increasing storage demands from customers, the company needed to upgrade its backup tape operations. According to Danan, “To offer fast backups at a competitive price, we needed a very scalable tape storage system with fast response times and a high level of security. We also needed an effective storage management application to manage our resources and support many different systems, platforms and databases.”

### **IBM storage offers scalability and open platform**

After extensive research, BackUp Avenue chose the IBM UltraScalable Tape Library with Linear Tape-Open (LTO) tape drives and Tivoli Storage Manager (TSM) with its open-platform storage-management capabilities. The cross-platform IBM UltraScalable Tape Library is an automated LTO tape library designed to help mid-sized businesses meet their backup, recovery and disaster protection requirements. This tape library—which has a maximum compressed capacity of 496.2TB—features remote management capabilities via any Web browser and a unique multi-path architecture for configuration flexibility.

The Tivoli Storage Manager suite helps administrators protect and manage mission-critical data across a storage area network (SAN) or a traditional storage environment. TSM enables automated, incremental unattended backups and high-speed restores.

### **Scalable systems enable fast backup at affordable prices**

“The IBM LTO and Tivoli system addressed all of our storage growth and management needs,” says Danan. “The IBM UltraScalable Tape Library can be easily upgraded for the flexibility and scalability that our customers demand. TSM is broadly accepted in our market. TSM and the LTO tape library together create an integrated storage system that optimally supports our growth plans. IBM offered the best price/performance ratio of every company we researched.

“With this combination,” Danan concludes, “BackUp Avenue can offer French businesses the best storage and backup services possible while simultaneously reducing our internal costs through automated tape handling and improved storage management.” ■

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Problem	Storage services provider needs to lower costs, yet increase scalability of centralized storage system for medium-sized businesses
Solution	IBM UltraScalable Tape Library with Linear Tape-Open (LTO) and Tivoli Storage Manager
Benefit	Reduced management costs, fast backup and recovery, and high level of security for critical business data