

Leeward Business Advisors Shifts Up the Growth Curve with Rubrik



RESULTS

- Significant reduction in daily management (from 2-3 hours/day to a few min/day)
- Instant recovery (RTO=minutes vs. hours to weeks)

THE CHALLENGE

- Management complexity in using legacy backup software
- Lack of competitive edge with previous data protection solutions

THE SOLUTION

- Backup and recovery
- Global real-time file search
- Archival to object store

“Rubrik fits into our strategy of revolutionizing how organizations consume IT. With Rubrik, you take the revolutionary vs. evolutionary path,” explains Jason Klein, Chief Technology Officer at Leeward Business Advisors. “We look for vendors that deliver emerging and disruptive technologies. Our approach is to select the best 1-2 partners that fit this mold.”

Leeward Business Advisors, headquartered in Kenosha, Wisconsin, is a managed service provider that delivers CTO/CIO-level consulting services for all types of organizations, from non-profits with 5-10 users to large, Fortune 100 customers. Within the service provider market, Leeward differentiates by taking a business-centric approach. “We focus on aligning business leadership with technology leadership. We accomplish this by engaging C-level executives to help prioritize business initiatives and outcomes that can be translated to the technology teams,” Klein elaborates. “Rubrik shifts up our growth curve.”

A COMPLETELY DIFFERENT APPROACH TO DRIVE COMPETITIVE ADVANTAGE

Prior to Rubrik, Leeward used a leading backup software vendor for virtualized environments. “Our previous vendor didn’t provide us with any competitive advantage. The product works fine but didn’t fit into our overall service provider approach. We were looking for webscale solutions that could deliver linear scalability and mitigate single points of failure. We ended up hitting some performance and scalability issues with our previous solution.”

Klein spent over a decade as a technology architect, witnessing users swap vendors in and out to address data protection. “I’ve seen customers switch from X to Y to Z, trying to find a better way to slice bread, but all of those solutions do the same thing in the same way. Rubrik is completely different.”

A MANAGED SERVICE BUSINESS BUILT ON CONVERGED INFRASTRUCTURE

By using Rubrik, Leeward has revamped its formerly jobs-centric data protection approach to become automated and policy-driven. It is now using Rubrik to deliver end to end data protection services, including backup, replication, archival, in addition to test/dev. Other benefits achieved include:

- **Instant RTO delivered by real-time search** - “Our RTOs used to take hours, but now takes minutes. We mount our applications directly on Rubrik without provisioning additional storage. We can query data in a Google-like fashion, which dramatically reduces our recovery times.”
- **Simpler management model** - “We can manage the entire software/hardware stack through one web-based portal. Our previous solution required us to manage three different interfaces at all times. Adding new customers is significantly easier since we can manage through the SLA policy approach. We create the appropriate SLA policy that then starts immediately protecting customer data.”
- **Performance improvement time to take a snapshot decreased by 70%** - “After the initial full backup completes the incremental backups moving forward complete, on average, in less than a minute. Performance is significantly better - backups are disruptive to primary storage solution so the quicker that we can initiate and complete the backup, the better.”
- **Smarter utilization of low-cost storage tiers** - “Rubrik allows us to use lower-cost storage tiers, such as object stores or cloud storage, in a smarter fashion. For example, we’re able to index the data that we offload to public cloud or our object store. We can intelligently search and extract data when needed vs. restoring the entire data set. This unlocks more cost-effective archival services for our customers.”
- **TCO savings increase with scale** - “Using Rubrik allows us to increase our TCO savings over time as we scale our infrastructure and customer base. While our upfront costs have been higher, we’re able to achieve a more consistent ROI over time with Rubrik’s linear scale and performance. We’re not hitting any hard limitations on scale as we did previously. Our opex savings have increased with Rubrik’s management simplicity.”

DON'T BACKUP. GO FORWARD.

Want to see more? Contact info@rubrik.com for a 15-minute demo. Visit www.rubrik.com and follow [@rubrikInc](https://twitter.com/rubrikInc) on Twitter.