APTARE®

CASE STUDY

Backup Challenges, Solutions, and Success Stories

Reporting efficiencies allow Trustmark National Bank to reallocate budget and staffing to more strategic projects

Customer:

Trustmark National Bank
Website: www.trustmark.com
Industry: Banking
Headquarters: Jackson, Miss.
Employees: 2,500

APTARE Solution:

APTARE StorageConsole Backup Manager

Technology Environment

Storage: EMC

Backup Solution: IBM Tivoli Storage Manager and Quest vRanger Pro

De-Duplication Solution: Data Domain

Amount of Data Backed Up: 6-8 TB per night

> *"Our manual reporting system was too time consuming and inefficient. APTARE streamlines the process and allows us to focus our attention on other more strategic issues."*
>
> *Chris Davidson,*
> *vice president and manager*
> *of open systems administration,*
> *Trustmark National Bank*

Manually updating a spreadsheet wasn't the most efficient way for administrators at Trustmark National Bank to keep track of the backup status of its systems. Recognizing change was in order, the bank rolled out APTARE Backup Manager to streamline its backup reporting process and provide a Web-based, real-time view of its data protection environment. The resulting efficiencies cut the hours spent on backup reporting from 40 hours per month to four hours per month and enabled the move to a tapeless backup system. Subsequent savings in terms of time and hardware expenses are anticipated to total nearly $80,000 per year.

Personalized Customer Service Reliant on Data Availability

Recognizing that customer service is a key differentiator from other large regional banks, Trustmark National Bank strives to maintain that small-town atmosphere in its community branches, providing its clients with hands-on, personalized customer service. When a small business owner, soccer mom, or sales executive walks into their local bank branch, they need to be greeted with a smile, a friendly face, and intimate knowledge of the appropriate financial services best suited to their unique situation. However, as Trustmark continues to grow throughout the Southeast U.S. where it already has branches in Mississippi, Florida, Tennessee, and Texas, achieving that personalized service gets more difficult to scale.

The key, according to Chris Davidson, vice president and manager of open systems administration for Trustmark National Bank, is ensuring that tellers, bank managers, and financial advisors have reliable access to the tools and information they need to provide powerful yet personalized customer service, and, as the manager in charge of the bank's data protection strategy, that empowerment begins and ends with his team.

Prior to Davidson taking the helm, Trustmark's backup and recovery strategy was a decentralized, inefficient, and largely manual process. The bank's backup solution—IBM Tivoli Storage Manager (TSM)—didn't have an intuitive reporting mechanism, so the bank's backup administrators would take the raw data produced by TSM and manually populate spreadsheets that kept track of the organization's hundreds of systems and their backup status. This could be a viable strategy with a handful of servers, but as Trustmark continued to grow its infrastructure, the manual labor became a greater liability, and it became

evident that the backup status of its systems was anything but clear. In addition, auditing and compliance reporting were unnecessarily complex, taking several full-time employees several weeks to facilitate the semiannual Sarbanes-Oxley (SOX) audit. The inefficient process also inhibited growth and stifled innovation, sapping valuable staffing and budget away from other, more strategic projects.

"It was definitely a less-than-ideal situation," Davidson said. "Being manual meant that our backup reporting process was time-consuming and vulnerable to errors. If you missed a day, it was difficult to catch up."

Web-Based, Real-Time View of the Data Protection Environment

The executives at Trustmark knew that to continue offering customers the level of service they were used to, the bank would need to deploy a backup system that ensured its transaction data was protected and online applications were always available. Something had to change, and Davidson was determined to find a better way of reporting on the organization's data protection status. The goal was to streamline backup reporting, make data protection more transparent, and enable an infrastructure upgrade that would better suit the bank's needs.

A Google search led Davidson to a backup reporting solution from APTARE, and during a demonstration the solution stacked up well against other similar systems. By automatically pulling backup information directly from TSM, APTARE Backup Manager eliminates the need to manually track backup status of each system in a spreadsheet, giving status updates in real-time, and empowering administrators to remediate any failed cycles. Better yet, the installation took a few hours, and administrators were customizing dashboards and reports within a couple of days.

"It was like turning on a switch and instantly seeing the man behind the curtain," commented Davidson. "APTARE shows us in real time the backup status of every system in our environment, allowing us to quickly track what systems are being backed up and how to remediate failed cycles."

Key Challenges

- Ensure all systems and data are backed up successfully and can be recovered quickly as business needs demand
- Monitor backup status automatically and in real time so no data is left unprotected
- Ensure compliance of backup policies and industry regulations

Business Results and Technical Benefits

- Achieve visibility into the backup status of all systems in the environment
- Guarantee that all data is protected and can be recovered
- Ensure compliance of internal policies as well as SOX regulations
- Save $18,000 per year in lost productivity due to complex reporting process
- Save $60,000 per year in hardware costs through more efficient backup architecture
- Save $1,500 per year in lost productivity as a result of streamlined auditing processes
- Enable administrators to work on more strategic projects that lead to further operational efficiencies

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