



## 64-Bit Data Management Solution Strengthens Performance, Cuts Costs

**Country or Region:** United States

**Industry:** Professional services

### Customer Profile

CROSSMARK is a leading provider of business services for manufacturers and retailers in the consumer packaged goods industry. Based in Plano, Texas, the company employs more than 17,000 people.

### Business Situation

The backup and recovery solution that CROSSMARK used had a high failure rate, was difficult to manage, and was costly to maintain. The company needed a solution with higher performance.

### Solution

CROSSMARK replaced the solution with CommVault QiNetix, a unified data management solution built and tuned for a heterogeneous Windows® environment, with full support for 64-bit computing.

### Benefits

- Stronger performance and reliability
- One-click SharePoint document restoration
- Simplified upgrades
- Lower total cost of ownership
- Improved management and visibility

“With CommVault, less than 3 percent of backups fail, compared to 30 percent previously—and the solution is 65 percent faster.”

Jim Wren, Major Account Manager, CommVault

CROSSMARK is a professional business services company that helps consumer packaged goods manufacturers and retailers reach their performance objectives. As the amount of data in the company’s Microsoft® SQL Server™ 2005 data warehouse grew exponentially, so did its need to safeguard and archive the data. The backup and recovery product the company used was costly and unreliable. Thirty percent of nightly backups failed, and there was no way to centrally manage the system. CROSSMARK hired CommVault, a Microsoft Gold Certified Partner, to replace the previous solution with the QiNetix Unified Data Management solution. With full support for 64-bit applications, the solution is faster, more reliable, and cost-effective. CROSSMARK can now restore across software versions—facilitating upgrades—and quickly restore Microsoft Office SharePoint® Portal Server 2003 documents with one click.



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John Miller, Network Administrator,  
CROSSMARK

## Situation

CROSSMARK provides strategic business intelligence to some of the largest manufacturers and retailers in the consumer packaged goods (CPG) industry. Employing more than 17,000 people throughout the United States, Canada, Australia, and New Zealand, the company helps its clients and customers effectively market, merchandise, and sell their products. To do this, CROSSMARK operates a large data warehouse containing vast amounts of retail information. “Our largest set of data is point-of-sale data, which goes across the scanner at checkout,” says Charles Orndorff, Vice President of Infrastructure Services at CROSSMARK. “Every two weeks we get a data feed that provides store-level data for 60,000 items for 30,000 locations. We use that to provide business analytics to our clients.”

In early 2005, the company’s subscription to the ACNielsen data service multiplied its biweekly data loads from millions of rows to 2 billions rows. To accommodate this increase, the company upgraded its data warehouse from Microsoft® SQL Server™ 2000, part of Microsoft Windows Server System™ integrated software, to SQL Server 2005. Benefits of the upgrade included improved enterprise-grade extract, transform, and load (ETL) capabilities, enhanced query performance, simplified report development, and improved business insights.

However, the performance of the company’s backup and recovery product lagged behind. About 30 percent of nightly backups failed. “Since the amount of data we receive grows by about 50 gigabytes a week,” says Orndorff, “we need assurance that if there’s any interruption or disaster we can get this information and these applications back.”

Troubleshooting was time-consuming as well—each backup server needed to be logged on to separately. Depending on the

complexity of a problem, it could take hours to resolve a job and resubmit it, consuming much of an administrator’s morning.

On a day-to-day basis, “There were a number of backup policies that we had to create to make it manageable,” says Tracy Carlisle, Desktop Services Lead at CROSSMARK. “We’d have to create separate policies for five or six different servers, and kick them off at different times for all of it to finish the next day. There was no central place to manage the system.”

CROSSMARK was eager for a solution that was more reliable and easier to manage and maintain. It also needed a product that could scale to support changes in its technology infrastructure. Looking toward the future, the company anticipated using Microsoft Office SharePoint® Portal Server 2003, part of Microsoft Office System, as the collaboration tool for its 15,000-person sales force. The company also wanted to take advantage of the increased transaction speeds possible with 64-bit computing.

## Solution

In early 2005, CROSSMARK began working with CommVault, a Microsoft Gold Certified Partner and a leading provider of unified enterprise data management solutions. CROSSMARK originally hired CommVault to help with the company’s growing archiving needs. According to Jim Wren, Major Account Manager at CommVault, “Through the course of discussions around CommVault capabilities, the number of features it offered, etc., CROSSMARK became interested in replacing its former solution.”

The CommVault QiNetix Windows-Centric Unified Data Management product suite is the first enterprise storage management solution built from the ground up on Windows® architecture and specifically designed for managing large heterogeneous

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Charles Orndorff, Vice President of Infrastructure Services, CROSSMARK

computing environments. “We were looking at the playing field,” says Orndorff, “and at whether it would be smarter to continue with our current architecture or to switch.”

Orndorff continues, “We realized our existing product wasn’t coded for a Windows-based environment. It was a command-line utility ported to a graphical user interface. There were problems handling our server clusters and storage area networks, and maintenance costs were very high,” Orndorff says. “So it made sense to look at a cost-effective product that was natively designed for this kind of heterogeneous environment.”

The CommVault QiNetix product suite—which includes backup and recovery, snapshot management and recovery, data migration and archiving, e-mail compliance, disaster recovery—is a single platform unified through an underlying Common Technology Engine. Because all components share metadata, storage pools, policies, catalogs, and indexes, backup administrators have a single central console to manage.

With QiNetix, users can: resume backups from where they failed, restore a single e-mail in one click (regardless of location), quickly restore Active Directory® service objects and attributes, restore to a different server than the backup server, restore to a different operating system than the backup operating system, and quickly recover SharePoint documents.

“Our SharePoint restore abilities were a huge differentiator,” says Wren. “CROSSMARK knew QiNetix could back up and restore SharePoint documents at many levels in just seconds.” Possibilities include restoring SharePoint documents, list items, sites, and subsites; point-in-time restoration; and restoring to a different server or document version.

That QiNetix integrates with the 64-bit editions of Windows Server® 2003 was a significant factor in the company’s decision. This integration significantly enhances the performance of data management components connected to 64-bit servers. The solution enables customers to add 64-bit servers at their own pace.

In May 2005, CommVault successfully replaced the former solution with QiNetix. CROSSMARK chose on an all-at-once replacement, rather than doubling its costs with a phased approach. “In three days, it was done,” says Wren.

With the solution in place, CROSSMARK upgraded to Windows Server 2003 R2 Enterprise x64 Edition and Microsoft SQL Server 2005 Enterprise Edition (64-bit). CROSSMARK also added SharePoint Portal Server 2003.

## Benefits

By switching from the previous solution to CommVault QiNetix, which is designed and tuned for the Windows enterprise, CROSSMARK has greatly strengthened its backup and recovery system. It can restore items across software versions and at the document and item levels of SharePoint Portal Server. Other benefits include simplified upgrades, lower cost of ownership, and improved management and visibility.

### **Stronger Performance and Reliability**

Because QiNetix itself archives to and restores from a computer running 64-bit Windows Server, it backs up data from both 32-bit and 64-bit systems quickly. Randy DeMeno, Chief Evangelist and Director of Microsoft Partnership, explains, “CommVault has fully optimized its software to take complete advantage of 64-bit architecture. Since all QiNetix components share a common platform, the performance this provides applies to the entire product suite.”

“Other vendors simply take a 32-bit application and make it run in ‘WOW’ mode, which is emulation mode. The benefits of that method are significantly less, and may or may not be integrated across other parts of the platform.”

Wren says, “With CommVault, less than 3 percent of backups fail, compared to 30 percent previously—and the solution is 65 percent faster.”

#### **One-Click SharePoint Document Restoration**

CROSSMARK account executives organize their business processes with SharePoint Portal Server 2003. So the ability to restore specific items in the SharePoint environment with a single click is critical. “We use SharePoint Portal Server to interact with our retailers—we share promotional presentations, planning documents, forms, and so on.”

“With CommVault, we’re assured that if anything happens to that information, if there’s any problem, we can quickly get the system back up and running.”

Using QiNetix, CROSSMARK can restore individual SharePoint documents, list items, contacts, surveys, events, picture libraries, sites, and Active Directory objects. “A couple of times a month, we have SharePoint documents that need to be restored—usually quickly—and it takes only 30 seconds with CommVault,” says John Miller, Network Administrator at CROSSMARK. Many solutions can take up to two or three days.

Although CommVault initially deployed SharePoint Portal Server to about 30 percent of the company, all departments will soon be using it. Orndorff says, “The ability to manage and restore items through CommVault will become more critical as we move forward, as

our internal requirements become more complex.”

#### **Simplified Upgrades**

Upgrades will be much easier for CROSSMARK with QiNetix. Because the solution can restore environments and items across version boundaries—for example, from Microsoft Exchange Server 2000 to Exchange Server 2003—CROSSMARK has peace of mind. “Compliance organizations don’t care if an e-mail message was from 18 months or two versions ago,” says DeMeno. “They just want to see the message.” And when the time to upgrade comes, CROSSMARK won’t have to pay anything extra. Most data management vendors charge customers for new licenses at upgrade time, but CommVault charges nothing. “With CommVault,” says DeMeno, “the license is good for the life of the Windows solution itself.”

#### **Lower Total Cost of Ownership**

CROSSMARK has reduced its storage tape requirements by 15 percent, and its hardware requirements by 20 percent. This simplified infrastructure, coupled with fewer required labor hours, amount to a significantly lower total cost of ownership.

#### **Improved Management and Visibility**

The company now manages and controls backups from a single, central location. Where previously employees needed to log on to several separate server points to view nightly backup status, the CommVault solution delivers color-coded status reports to CROSSMARK administrator inboxes each morning. “In two minutes, we have a much clearer and more complete view of the entire organization,” says Orndorff. “This not only saves our employees hours of time each day—but we have much better visibility.”

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about CROSSMARK products and services, call (469) 814-1000 or visit the Web site at: [www.crossmark.com](http://www.crossmark.com)

For more information about CommVault products and services, call (888) 746-3849 or visit the Web site at: [www.commvault.com](http://www.commvault.com)

## Windows Server 2003

The Windows Server 2003 family helps organizations do more with less. Now you can run your IT infrastructure more efficiently, build better applications faster, and deliver the best infrastructure for enhancing user productivity. And you can do all this faster, more securely, and at lower cost.

For more information about Windows Server 2003 x64, please visit: <http://www.microsoft.com/windowsserver2003/64bit/x64/editions.msp>

### Software and Services

- Microsoft Server Product Portfolio
  - Windows Server 2003 x64 R2 Enterprise Edition
  - Microsoft SQL Server 2005 Enterprise Edition (64-bit)
  - Microsoft Exchange Server 2003
- Microsoft Office
  - Microsoft Office SharePoint Portal Server 2003

- CommVault QiNetix Unified Data Management solutions

### Hardware

- HP ProLiant DL585 server
- HP StorageWorks EVA5000 Disk Array SAN
- HP ProLiant DL360

### Partner

- CommVault