



### **Case Study — Blast Radius**

Global Internet Solutions Company Chooses to Implement Innovative New Disk Drive-Based System at Los Angeles Office Rather Than Use Traditional Tape for Backup and Disaster Recovery

#### **Background**

Blast Radius leverages technology to help companies automate marketing, sales, and customer service, maximizing return on relationships. Combining broad experience with technical and business knowledge in specific industries, Blast Radius offers a range of solutions integrating market-leading technologies. With offices in New York, Los Angeles, Vancouver, Toronto, and Amsterdam, Blast Radius has formed long-term relationships with companies such as Nike, Nintendo, Kenwood, Casio, Heineken, MTV, BMW, Universal Studios, and Atlantic Records.

#### **The Problem — Tape Was a Nuisance!**

In order to increase the efficiency of backups for Blast Radius’ electronic communications and other computer-based content, the company was seeking a higher-performance, easy-to-manage, and affordable reliable data backup and archiving solution to replace its existing tape backup system.

Blast Radius’ existing tape backup system proved to be a growing source of frustration. “We were experiencing issues with the DLT tape system in place at this office because of its inflexibility and inefficiency,” explained Nathan Wilkes, Director of IT at Blast Radius. “In addition, with the old solution, it was arduous to implement and maintain a rotation and offsite archival system. We were in the market for a new solution that would reduce the ‘attendance time’ of our backup system and provide a higher degree of reliability.”

#### **The Solution — Backup-to-Portable Disk Was Less Expensive and Easier to Use Than Midrange Tape Drives**

Blast Radius chose to replace its tape backup system with a Backup-to-Portable Disk solution that consists of three Olixir Mobile DataVault 3DX high-speed 3.5-inch 250 GB capacity disk drives, a single-bay chassis, and necessary cables. This solution was considerably less expensive than popular LTO, AIT, and DLT tape solutions — some of which cost in excess of \$7000 — yet provides more capacity per media, and offers superior restore time compared to any tape drive.

Shock-protected to absorb impacts of up to 1200 Gs, Olixir’s highly reliable 7200 RPM drives provide a blazing-fast, ultra-durable backup and disaster recovery solution that met and surpassed Blast Radius’ requirements for fast, easy, reliable data backup, media rotation, and disaster recovery.

#### **Impact — Backup-to-Portable Disk Restores Data Faster Than ANY Tape Drive, is MUCH Easier to Use, and Restores to ANY Platform**

*Ultra-Fast Restore Time* — After making a minor configuration change in Veritas Backup Exec™ to enable the “backup-to-disk” option, Blast Radius began its first backup with the new system. According to Howard Lee, a systems administrator for the company, “I performed a sample file restoration that was completed in a few seconds! I was surprised because with tape, such a transfer might have taken 10 to 15 minutes! We anticipate full system restores will take less than an hour compared to 6 to 12 hours with tape.”

*Easy Media Rotation, Offsite Data Archiving, and Disaster Recovery* — Because this system, which boasts Olixir’s ruggedized, high-performance, hot-swappable hard drives, integrated so well with Blast Radius’

existing Veritas software, Blast Radius was able to easily and cost-effectively implement the robust media rotation, offsite archiving, and disaster recovery programs.

*Versatile Interface* — Many of Blast Radius' computers are laptops. With the versatile interface of the individual portable drives, the system IT manager can back up directly to the laptop using an optional Firewire or USB 2.0 cable connected directly to the backup portable drive. Such versatility allows for easy restoration to almost any platform at any time.

Results attributed to the integration of the Olixir's Backup-to-Portable Disk system at Blast Radius:

- Overall restoration time for files was decreased to seconds compared to minutes with tape
- Backup time reduced 50% or more
- Infinitely expandable to higher capacity drives and can be daisy-chained
- Saved up-front investment by over 33%
- Less media required with drives that have 200% more capacity compared to tape
- Allows for unattended backup — no cleaning required
- No software switch necessary
- Versatile interface allows for easy restoration to every platform in the company, including laptops
- Three-year warranty instead of typical one year for tape

### **Mobile DataVault Hard Drives — The Perfect High-Capacity Portable Storage Solution** *With Cutting-Edge Durability, Olixir Solves Fragile Nature of 3.5" Hard Disk Drives*

Olixir's drives are shock protected to 1200 G, offering over 425% more shock protection than almost every other popular 3.5-inch external hard drive. This industry-best shock protection makes the drive so durable it can survive accidental drops and can handle daily insertion and removal in its 5.25-inch Databay chassis. Laboratory testing shows that this solution provides breakthrough reliability, with over four times higher Mean Time Between Failure (MTBF), compared to drives without shock protection. Olixir warrants this drive with three years of warranty protection, compared to just one year for most tapes and other external hard drives.

Darshan Shah, President of Olixir states, "Until now, no other disk drive solution could completely replace the function of tape because disk drives were too fragile to be rotated daily and transported for offsite archival. Our patent-pending shock protection technology changes that. However, this incredible level of shock protection comes WITHOUT greatly increasing the physical size of the drive — our portable drives are over 40% smaller than most other popular 3.5-inch external drives that have no shock protection. They are handheld, and are the premier portable storage solution in the industry. With our technology, we make high-capacity 3.5-inch ATA drives truly portable, which is a key requirement to replacing tape with disk drives. By using these high-capacity portable hard drives and high performance interfaces, we are able to address the four biggest concerns in backup: capacity, speed, ease-of-use, and affordability."

**For more information, contact Olixir Technologies at (800) 719-0595 or visit [www.olixir.com](http://www.olixir.com).**