

# Rufus Leonard achieves cost savings of 40 percent and assured business continuity with iland, now 11:11 Systems, DRaaS.

SOLUTION: DRaaS

Meeting the creative needs of clients in a dynamic environment brings technology challenges—what takes years to build can be destroyed in a minute. That’s why Rufus Leonard was committed to finding the right disaster recovery (DR) provider to protect their business.

## Business Continuity Challenges

Rufus Leonard—the Brand Experience Engineers—are a leading UK independent agency with 29 years’ experience in brand and digital.

To address their business continuity objectives, the IT team was using array/storage-based replication from another provider that had grown into a fully managed DR solution.

This solution presented reliability and complexity challenges as John Fry, Information Systems Manager, explains: “There’s nothing worse than a DR solution that grows into a disaster itself. For DR testing, the variables were changing every time and we had no confidence it would work in a real-life DR situation.” In addition, costs of the fully managed solution were continually growing and the ROI had diminished. Increasing costs combined with decreasing confidence prompted Fry to initiate the search for a new DR solution to protect the 27 virtual machines in their on-premises London environment.

## CHALLENGES

- Expensive and unreliable DR solution
- Complexity of DR testing
- Small IT team drives need for simplicity

## SOLUTIONS

- [11:11] DRaaS for Zerto

## BENEFITS

- Reduced RPO from 24 hours to 15 seconds
- Additional DR use cases for upgrade testing
- 40 percent cost savings over previous DR solution

## PROFILE

- Size: Mid-Size
- Industry: Professional Services—Brand optimization, organizational engagement, service design & build, and technology



## RUFUS LEONARD CASE STUDY

“With the [11:11] DRaaS solution, we’ve been able to massively improve—we reduced complexity, achieved a 15 second RPO (down from 24 hours), and cut costs by 40 percent. Our IT operations are more resilient and business continuity is assured.”

**John Fry, Information Systems Manager at Rufus Leonard**

### Specific Requirements

Fry and his team had specific requirements in mind when they started their search. They needed a reliable, proven DR solution that had good standing in the market and the visibility required for ease of management. Without experts in specific IT function areas who could spend hours testing and managing DR, simplicity was key for the lean IT team. Fry wanted to find a DR provider with a proven ‘rinse and repeat’ approach to DR that could deliver the reliability Rufus Leonard needed.

“There are new DR vendors on the market all the time,” said Fry. “But how many of them have a proven, mature solution that can meet the challenges that always come up in IT environments? We look for enterprise-class solutions because, while we’re a mid-size company, we have enterprise needs.”

Fry placed importance on finding a DRaaS provider that leveraged best-of-breed replication vendors, primarily Veeam and Zerto, and had compliance credentials, particularly ISO 27001. He wanted to ensure the protection environment met on-premises levels of security and compliance. He also relied on the expertise of industry analysts, Forrester and Gartner. After consulting the Gartner Magic Quadrant for DRaaS and the Forrester Wave for DRaaS providers, both of which recognized [11:11] as a leader, Fry came up with a short list of potential vendors and made sure to include [11:11].

### Why [11:11]

After a detailed proof of concept and due diligence process, Rufus Leonard chose [11:11] DRaaS for Zerto. The proven implementation, testing and support model combined with the visibility and simplicity provided via the [11:11] Cloud Console gave them the confidence they needed to move forward. “The actual setup couldn’t have been simpler and the transition from our previous solution was very smooth. We ran through the [11:11] DR wizard, installed some software in our environment and were ready to test.” Fry and his team found many more reasons to like the [11:11] DRaaS solution for Zerto once it was up and running, one of which was the cost savings achieved.

“We achieved cost savings of 40 percent when we moved from a fully managed solution to the [11:11] DRaaS solution. The solution sold itself and continues to sell itself—it’s brilliant, it just works!” In addition to the [11:11] DR pricing model, which delivers a straightforward monthly cost covering VM license fees and storage with consumption-based compute, the 40 percent cost savings were also driven by the DR use cases enabled.

For example, Rufus Leonard previously had a test environment to manage the risks involved in upgrades. Now, they can failover to the [11:11] Cloud to perform and test all of their upgrades. Once that’s complete, they can then shut down the DR environment and perform the upgrades live, saving not only infrastructure costs but valuable IT time as well.

Evidence of the cost effectiveness of the solution lies in the fact that, having already extended the default journal history of 7 days to 14 days to provide more protection against ransomware attacks, they’re now considering extending the journal history to a month to get more resiliency for less cost.

# RUFUS LEONARD CASE STUDY

## Simplicity Drives Success

The Business Continuity team at Rufus Leonard is small and has varied skills, but everyone on the team must be able to invoke a DR scenario. With their previous solution, this required non-technical people to log on and make changes to their infrastructure. This was too complex and risky to be doing during a real DR situation. With the [11:11] DRaaS solution these problems are gone.

Fry explains: “Any member of our Business Continuity team can log on to the [11:11] console, press a button, and invoke a DR test. [11:11] has removed the DR complexity that caused us so many challenges.” They were also able to retain the existing knowledge they had around Cisco firewalling.

In addition, [11:11] was able to set up another firewall to fulfill all of their security requirements.

## Proven Results

Ultimately, the satisfaction with any DR solution for Rufus Leonard comes down to its proven ability to protect their business so they can continue to deliver creative and dynamic work to their clients.

In addition to the dramatic reduction in RPO to 15 seconds from 24 hours, the assurance they get from being able to test and interact with the DR environment and provide reports to clients to prove they have a working DR solution is invaluable. It’s all about the customer and [11:11] is glad to help Rufus Leonard protect theirs.



## THE RESILIENT CLOUD PLATFORM



MODERNIZE



PROTECT



MANAGE

