

Superior Credit Union transforms business continuity strategy with 11:11 Systems.

SOLUTION: DRaaS, BaaS, M365

Client Profile

[Superior Credit Union](#) is a not-for-profit, member-owned financial cooperative serving individuals, families, and businesses across western Ohio. Unlike profit-driven banks and finance companies, Superior returns excess earnings to members in the form of low interest rates on loans, low or no-fee convenience services, high-yield savings and investment accounts, and friendly member service. With 24 branches and more than 100,000 members, it is now the sixth largest credit union in the state. For more information, please visit www.superiorcu.com.

Mo Data Mo Problems: “Non-Negotiable” Backup and Disaster Recovery

Brian Grime has been working at Superior Credit Union, in one position or another, for over a decade now. His tenure there began in 2010 as Director of IT before eventually being promoted, first to VP of IT and then, most recently, to his current role as Chief Information Officer.

During this time, Grime got a front-row seat to Superior’s transformation from local upstart to the state’s sixth largest credit union. The last five years have been particularly healthy for Superior, nearly doubling its total asset value. In 2022, it eclipsed 100,000 total members and \$1.5 billion in total assets for the first time.

“When I started at Superior 13 years ago, I believe we were a \$250 million credit union, operating in just six counties across western Ohio,” said Grime. “Now we’re managing nearly six times that amount and cover the entire I-75 corridor. Our growth rate has certainly been substantial.”

But as Grime and any other IT administrator will tell you, with more members and more capital comes more data. More data to store, more data to manage, and more data to protect. And the more data an organization has, the more valuable it becomes; and the more valuable it becomes, the more said organization has to lose.

This is the ultimate trade-off for businesses trying to navigate today’s ever-evolving, increasingly treacherous IT environment. It’s especially true for financial institutions like Superior, whose critical data is, well, extra critical.

THE RESILIENT CLOUD PLATFORM



CHALLENGES:

- Data growth outpacing backup infrastructure
- Aging legacy hardware in need of refresh
- Cost in time and money to manage backup and DR internally
- Need for secure and reliable access to data

SOLUTION:

- 11:11 DRaaS for Veeam
- 11:11 Cloud Backup for Veeam Cloud Connect
- 11:11 Cloud Backup for Microsoft 365

BENEFITS:

- Continuous data availability and business uptime
- Multi-layered data protection
- Flexibility for future growth
- Simplicity in day-to-day management
- Veeam-compatible solution
- World-class support team

PROFILE:

- Industry: Banking
- Size: SMB

SUPERIOR CREDIT UNION CASE STUDY

"11:11 Systems has afforded us the freedom of flexibility. From an IT perspective, we can finally grow as quickly as the business allows. No more having to stand up equipment or wait due to supply channel delays. On the flip side, we also have the freedom to contract our storage as we see fit. No more paying for equipment that we're not using. Having this level of flexibility has eliminated so many headaches. My life is so much easier now with 11:11. I don't have much to worry much about when it comes to their solutions and in IT that's probably the best compliment you can give."

Brian Grime, Chief Information Officer for Superior Credit Union

"When it comes to managing financial information, there's no room for anything less than the highest possible commitment to security, recovery, and attention to detail," said Grime. "Imagine if we were to somehow zero out a member's account without the ability to make it right? The consequences would be catastrophic."

It's no wonder, then, that Grime has continued to prioritize Superior's business continuity strategy over the years, especially as its growth picked up speed. Recently, he took steps to simply, cost-effectively, and securely modernize the credit union's backup and disaster recovery capabilities by partnering with 11:11 Systems.

"Handling critical data like this is a massive responsibility, there's no question about it," said Grime. "That is why, for us, maybe even more so than other institutions, continuing to maintain the integrity of our backups and invest in disaster recovery is simply non-negotiable."

A Time for Transformation: "We Needed to Act"

Grime's long track record with Superior means he is certainly no stranger to the ins and outs of IT modernization and improvement initiatives.

In fact, he oversaw the credit union's ultimate IT project of this decade: the transformation of its infrastructure from a handful of meager, un-virtualized physical servers with tape backups into a fully virtualized environment. Recently, as the credit union's growth continued to trace a steep, upward trajectory, he would once again recognize an IT inflection point taking shape along the horizon.

Up until that point, Grime and his team were maintaining a secondary data center location for the purposes of backing up Superior's infrastructure, most notably its mission-critical applications and member data. However, Grime knew that the rapid growth of the credit union's production environment would soon surpass the capacity of its backup environment, requiring additional hardware in order to keep pace.

"Our production environment was growing and our backup environment just couldn't keep up. We could make do for a time, but our solutions were always temporary. Eventually, we needed to act. Otherwise, we were going to need to start picking and choosing which production or even member-facing equipment wouldn't get backed up," said Grime. "We also knew that our hardware was aging and there would be a significant cost associated with replacing it. At that point, we decided, 'Okay, now is the time to make a change. Now is the time to start looking outward for a solution.'"

In his quest to find a single solution, Grime instead found an entire suite of solutions and, most importantly, a partner to help implement them. In 11:11, Grime and Superior found a cloud service provider and partner that could not only assuage the internal burden—in time and dollars—of maintaining and refreshing a secondary backup site, but could also satisfy the credit union's unique security and compliance requirements.

THE RESILIENT CLOUD PLATFORM

SUPERIOR CREDIT UNION CASE STUDY

All told, Grime completed Superior's business continuity transformation by implementing 11:11 DRaaS for Veeam, 11:11 Cloud Backup for Veeam Cloud Connect, and 11:11 Cloud Backup for Microsoft 365. With all three solutions combined to offer ever-ready, integrated, and multi-layered security, Superior's data will remain safe and easily recoverable regardless of where it resides.

"If we were to lose a member's critical data, we've lost them as a customer for life. And not only that, but our reputation likely walks out the door with them. So we're really talking about a lot more than a single customer. It's our reputation that's on the line," said Grime. "Partnering with 11:11 for backup and disaster recovery has allowed us to properly prioritize not just recovery, but also security. They're helping us do everything in our power to make sure our data remains secure and our reputation intact."

Flexibility for a Brighter Future

11:11's single most important contribution to Superior's new-look business continuity strategy, according to Grime, goes far beyond just security. Chief among them, he said, is the credit union's newfound flexibility.

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Before partnering with 11:11, Grime remembers having to wait a month or more just to increase the capacity of Superior's virtual storage environment in the wake of a merger. Needless to say, those days are over.

"Pre-partnership with 11:11, we would have to purchase and install a new server just to increase our storage capacity. These days, there's no predicting just how long that might take to accomplish, especially with any lingering pandemic-related delays," said Grime. "With 11:11, we no longer have to worry about any of that. What was once a drawn-out, burdensome task can now be completed with a simple phone call or email to the 11:11 team."

In the end, 11:11 was able to provide Grime with exactly what he needed to elevate Superior's infrastructure and promote continued growth. With a suite of solutions designed to meet the highest possible standards for security, compliance, performance,

flexibility, and availability, who knows what the next decade has in store for Superior and its members? Whatever the future holds, Grime believes the clarity and direct approach that 11:11 brings to the table will ultimately continue to make his job easier.

"A big differentiator for 11:11 was their level of availability and transparency. With some of these larger cloud service providers, you really have to dig into the fine print. Where is our data being stored? Will it ever be moved? What happens in a failover scenario? Whereas, we didn't have those concerns with 11:11," said Grime. "They are always very straightforward and easy to work with. More than just knowing exactly where our data is being stored, we know that with 11:11, they always welcome our questions and give us helpful answers. Solving IT problems doesn't have to feel like a root canal. Our experience with 11:11 is proof of that."



THE RESILIENT CLOUD PLATFORM

