11:11 SYSTEMS

Tree Top simplifies business continuity strategy with 11:11 Systems and Veeam.

Challenges:

- Lack of offsite backup and disaster recovery
- Aging infrastructure in need of refresh
- Need for secure and reliable access to data
- Potential costs of unplanned downtime

Solution:

- 11:11 Cloud 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
- Seamless integration with Veeam
- Multi-layered data protection
- Cost effective and fair pricing

Profile:

- Size: Commercial
- Industry: Food and Beverage Manufacturing

Client Profile

Tree Top is a grower-owned cooperative committed to producing and innovating world-class fruit products, including top-quality juices, sauces, and premium ingredients. Founded over 60 years ago in the heart of Washington's apple country, the co-op is now a global business with over 1,000 growers, engineers, and food scientists. True to its small-town heritage and values, Tree Top prioritizes craftsmanship and sustainability above all, saving millions of pounds of excess fruit per year. For more information, visit www.treetop.com.

Data Security and Retention for the 'Modern Era'

With Tree Top — and its data output — continuing to grow, Josh Greisen, director of IT operations, set out to modernize and simplify the company's overall data retention strategy.

Up until that point, much of Tree Top's primary infrastructure was still being backed up on premises via physical disk. In order to implement on-site and off-site storage, and disaster recovery more in line with industry best practices, Greisen and his team needed to embark on a project to replace much of the company's existing legacy infrastructure.

To that end, Tree Top enlisted the help of trusted-partner CompuNet, which first recommended partnering with Veeam®, the leader in backup, recovery and data management solutions that deliver Modern Data Protection, for backup on premises. However, that was only one piece of the puzzle, as Greisen still wanted a cloud solution that could store and protect the company's mission-critical data offsite.

"We knew it was in the company's best interests to replace all its legacy infrastructure in favor of a new backup solution," said Greisen. "We worked with CompuNet and their engineers to better understand the market and the best way to implement the necessary hardware and software. We wanted to bring our backups into the modern era."

When it came to finding the right cloud services provider, Greisen and his team again worked with CompuNet to survey the market and find a vendor that was the perfect fit. Ultimately, it was 11:11 Systems' suite of secure cloud data protection solutions that rose above the competition, offering the right combination of technical solutions, support, and transparency to meet Tree Top's needs.

"From the beginning, it was our goal to ensure that all of our mission-critical applications would be securely stored offsite in case of a major disaster," said Greisen. "As the person in charge of making that decision, it was especially important to me that we did our due diligence and found the right vendor to meet our specific needs. We ended up doing a pretty thorough market analysis, which is where 11:11 Systems entered the picture."

Cloud Economics: The Math Behind Multi-Layered Data Protection

To complete its new-look business continuity strategy, Tree Top decided to implement 11:11 Cloud 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, Tree Top's data will remain safe and easily recoverable regardless of where it resides. The decision to structure the company's data protection strategy this way, according to Greisen, came down to his team's cost-benefit analysis. Ultimately, a simple math calculation.

"Our reasoning can be traced back to our initial cost-benefit analysis," said Greisen. "For example, if our whole data center gets destroyed, whether it's because of a fire, flood, or ransomware event, and our network is down, how long will it take for our employees to resume their jobs? There's a cost to all of that."

For businesses, unplanned downtime can reap potentially devastating consequences, including reputational damage and, of course, loss of revenue. According to a recent enterprise survey, 91 percent of organizations equated a single hour of downtime to more than $300,000 in damages — an estimation that has only risen in recent years, exacerbated by the COVID-19 pandemic and increase in cybercrime. Unfortunately, that number is simply too high for most organizations to bear. Of companies that lost their data center for 10 days or more, 50 percent filed for bankruptcy immediately and an astounding 93 percent did so within a year of the incident, according to the National Archives and Records Administration in Washington.

If Tree Top were to continue its replication and backup entirely on premises and then suffer the loss of its data center, Greisen knew it would take a matter of months for his team to get back up and running — perhaps longer given the ongoing supply chain delays across the globe. With 11:11 replicating all of Tree Top's data to the cloud, Griesen's team can instead failover critical VMs in the 11:11 Cloud and recover backups in a matter of hours. Simple math.

"If we had a major issue in our data center, it would take two-to-three months minimum to order all the hardware, configure it, and get back up and running," said Greisen. "So we go from two-to-three months to less than 24 hours? I don't know what that cost-benefit number is off the top of my head, but it's there."

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Josh Greisen, Director of IT Operations, Tree Top

Looming Threat of Cybercrime

With cybercrime undoubtedly on the rise, Tree Top's partnership with 11:11 and Veeam couldn't have come at a better time. Ransomware attacks, for example, are expected to impact a business, consumer, or device every two seconds by 2031, up from every 11 seconds in 2021. While the total global costs of ransomware are expected to increase from $20 billion to $265 billion over the same time frame.

As attacks continue to increase in frequency, size, and sophistication, so too does the relevance of backup and disaster recovery solutions that offer data multi-layered protection. While Greisen's decision wasn't specifically related to cybercrime, he can nonetheless rest easy knowing that Tree Top has a reliable safety net in place. This will become ever-more critical, particularly as the company continues to do business with big-name retailers, who have already begun to require that partners institute certain cybersecurity-related measures.

"There's a long list of things that can ruin you from an IT perspective, and cybercrime is definitely one of them," said Greisen. "We do our best to mitigate all those things by having the correct architecture for backup and recovery. If you get hit with ransomware, it's critical that your backups, especially your offsite backups, aren't impacted."

THE RESILIENT CLOUD PLATFORM

MODERNIZE   PROTECT   MANAGE

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