

# Rufus Leonard achieves cost savings of 40 percent and assured business continuity with iland 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 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.

## 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 had the visibility required for ease of management. Simplicity was key for the lean IT team. They don't have experts in specific IT function areas who can spend hours testing and managing DR. 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, as well as having 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 iland as a leader, Fry came up with a short list of potential vendors and made sure to include iland.

## RUFUSLEONARD

### profile

- ▶ SIZE: Mid-Size
- ▶ INDUSTRY: Professional Services - Brand Optimisation, Organisational Engagement, Service Design & Build, and Technology
- ▶ SOLUTION: iland Secure DRaaS with Zerto
- ▶ HEAD OFFICE: London, UK  
[www.rufusleonard.com](http://www.rufusleonard.com)

### challenges

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

### benefits

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



## why iland

After a detailed proof of concept and due diligence process, Rufus Leonard chose iland Secure DRaaS<sup>SM</sup> with Zerto. The proven implementation, testing and support model combined with the visibility and simplicity provided via the iland Secure Cloud Console<sup>SM</sup> gave them the confidence 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 iland DR wizard, installed some software in our environment and were ready to test.” Fry and his team found many more reasons to like the iland DRaaS solution with Zerto once it was up and running, one of which being the cost savings achieved.

“We achieved cost savings of 40 percent when we moved from a fully managed solution to the iland DRaaS solution. The solution sold itself and continues to sell itself – it’s brilliant, it just works!” In addition to the iland DR pricing model, which delivers a straight-forward monthly cost covering VM license fees and storage with consumption-based compute, the 40 percent cost savings were also driven by the additional 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 iland 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 extended the default journal history of 7 days to 14 days already 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!

## 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 iland DRaaS solution these problems are gone. Fry explains: “Any member of our Business Continuity team can log on to the iland console, press a button and invoke a DR test. iland 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, iland 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. “Our RPO dramatically reduced from 24 hours to 15 seconds. With iland, it’s pushing a few buttons and then failing over. I never thought a 15 second RPO would be possible!” said Fry. And, 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 iland is glad to help Rufus Leonard protect theirs.

“With the iland Secure 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

## iland named a Gartner DRaaS Leader 2016 & 2017

Source: Gartner “*Magic Quadrant for Disaster Recovery as a Service*” by Ron Blair, Mark Thomas Jagers, June 19, 2017.

## about iland

iland is a global cloud service provider of secure and compliant hosting for infrastructure (IaaS), disaster recovery (DRaaS), and backup as a service (BaaS). They are recognized by industry analysts as a leader in disaster recovery. The award-winning iland Secure Cloud Console natively combines deep layered security, predictive analytics, and compliance to deliver unmatched visibility and ease of management for all of iland’s cloud services. Headquartered in Houston, Texas and London, UK, iland delivers cloud services from its data centers throughout the Americas, Europe, Australia and Asia. [iland.com](http://iland.com).