

11:11 Systems, now 11:11 Systems, provides DR makeover for Aussie skincare company.

SOLUTION: BaaS

Client Profile

Jurlique is an Australian skincare manufacturer specializing in natural botanical-based biodynamic skincare. Unlike most other skincare companies, Jurlique applies an ethical and environmentally friendly approach to testing and manufacturing its skincare. The company employs more than 400 people in Australia, the United States, and China.

As demand grows for natural skincare products, Jurlique is transforming its global IT to reach more online customers by reducing costs and applying the savings to its e-commerce platform. Jurlique's team of progressive IT professionals are committed to achieving this goal through new technologies but face the usual roadblocks of restrictive budgets, limited resources and diverse operational demands. Unlike other retail products, skincare and cosmetics are traditionally sold in person, allowing consumers to try on products to see how they look and experience the texture and fragrance of each product. It's something people will always want to experience before buying. However, Jurlique needed to reach new customers no matter where they live, and that can only be accomplished through online sales.



Efficiency Starts On-Premises

As part of its balance between improving the efficiency and growth of its business, the company turned to the cloud to protect its corporate datacenter platform. They needed an improved disaster recovery solution to support mission-critical applications such as their ERP system. Previous solutions were disjointed and expensive to manage. Their consoles were limited and difficult to use and lacked a single pane of glass to see the status of all backups, which were limited to restoring files, not full virtual machines.

Jurlique set out to find a solution that could back up and maintain files and VMs on-premises and in the cloud. The solution had to be easy to use, offer flexible pricing, and provide access to a datacenter closest to its largest data volumes in Australia, Hong Kong and China. And it all through

JURLIQUE CASE STUDY

Veeam and [11:11 Systems] for a Consolidated View

After reviewing several options, Jurlique consolidated its storage with Veeam to manage backups at its remote offices and datacenter, and [11:11] for its secondary backup in the cloud. Together, Veeam and [11:11] provide Jurlique with a single consolidated view of its cloud and storage of VMs, workloads and files over a single pane of glass.

Simple Management, Low Costs, a Path to Public Cloud

[11:11] meets two of Jurlique's more critical requirements: datacenter location and flexible pricing. [11:11] operates nine data centers around the world including Singapore, Melbourne and Sydney to support the company's work in Asia and datacenters in Los Angeles, Dallas, Washington, D.C, London, Manchester and Amsterdam to help the company reach new markets in the U.S. and U.K. [11:11] also provides a flexible pricing model for Jurlique to manage a configurable, collective pool of servers to allocate and reallocate to adapt to fluctuating workloads.

The retailer now has an offsite backup copy of its on-premise backups to help prepare for a disaster, knowing that the company's data and entire IT is stored safely offsite.

Pricing was important to Jurlique because of their past experience with vendors that locked them into pricing at the beginning of their contracts. [11:11], however, allows Jurlique to dynamically allocate its storage without paying more.

Jurlique's IT is supported by a customer support team certified and accredited in each region where the company operates, providing advice and oversight of IT regulations in each area. In addition to protecting Jurlique's data, [11:11] also provides the resources needed to support the company's on premises virtual IT infrastructure.



Jurlique IT officials said it took less time than they expected to set up and implement the company's datacenter with [11:11]. They now restore VMs on the fly. Before [11:11] and Veeam, if one of Jurlique's virtual machines became corrupted, they had to rebuild it from scratch. This is all changed now with Veeam and [11:11]. Jurlique's backups are no longer disjointed and the company has full control through a single console.

Because Veeam and [11:11] are tightly integrated, the company's IT staff no longer has any reservations about working in the cloud. Instead, they now focus on driving IT that supports Jurlique's goal of reaching out to more customers. [11:11]'s predictable pricing and comprehensive support makes it easier to expand the company's cloud presence in a public cloud.

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