

# Lush turns to iland, now 11:11 Systems, for comprehensive, cost-effective Cloud Backup.

SOLUTION: BaaS

## Client Profile

Lush is a British cosmetics retailer of bath, body, skin, and hair care products. The company, founded in 1995 and headquartered in Poole, United Kingdom, now operates 951 retail locations across 49 countries. Lush is well known for its devotion to products that are fresh, effective, ethically-sourced, cruelty-free, vegetarian, handmade and low-waste.

## Huge Backup Savings

With the company and its data growing at a rapid pace, Brad Candy, Head of IT at Lush Digital, began to reevaluate Lush's backup needs. While the company did have a solution in place, it was becoming increasingly costly to maintain and required the use of different third-party technologies. With the goal of lowering costs and standardizing around Veeam, which Lush was already using on premises, Candy reached out to his account manager at CDW, Lush's technology partner, in search of the right solution. "I ran through the requirements with him and he immediately went, 'I know exactly who you need to talk to,'" said Candy.

With 11:11 Cloud Backup for Veeam Cloud Connect, Candy found a fully integrated, secure solution for no-compromise data protection that is managed through a unified console. And the best part? It came at a fifth of the cost as their existing solution.

"[11:11] just blows everyone away. I don't know what they do, but there's some sort of magic going on in the background that keeps costs down and the quality up," said Candy. "From my point of view, [11:11] Cloud Backup met all the criteria we had in mind for an enterprise-level, scalable solution."



## CHALLENGES

- Reduce backup costs
- Ability for flexible and scalable solution
- Need for easy cloud implementation
- Enable secure and reliable access to data

## SOLUTIONS

- 11:11 Backup for Veeam Cloud Connect

## BENEFITS

- Cost effective and fair pricing
- Simplicity in day to day management
- Platform control and flexibility
- Scalable cloud for business expansion

## PROFILE

- Size: Commercial
- Industry: Cosmetics Retail

## LUSH CASE STUDY

"The combination of [11:11 Systems] and Veeam really checked a lot of the boxes for us. Looking into cloud-based backup initially started as a cost-saving exercise, but the functionality of [11:11]'s solution and its ease of use made it a no-brainer."

**Brad Candy, Head of IT at Lush Digital**

### Unmatched Visibility, Security, and Support

Candy's original goal was simply to find a cost-effective like-for-like solution. However, once he and his team got to take a look "under the hood" at 11:11 Cloud Backup, it became clear the company was getting a whole lot more.

One such added benefit came in the form of increased security. With 11:11 Secure Cloud Backup, Lush now has a reliable safety net for a range of potential data loss events, including malicious or accidental deletions, hardware failures, and cybercrime.

"Our decision to move to [11:11] wasn't about cybersecurity, but it's still a major selling point for cloud backup," said Candy. "If a cyberattack were to occur while dealing solely with our servers and storage on premises, there's the potential for it to be pretty devastating. In general, cloud backup as part of your IT security strategy is a wise idea." Candy and his team have also praised the level of visibility and flexibility provided by the award-winning 11:11 Cloud Console, which acts as a unified management platform for increased monitoring, control, and visibility.

In addition, [11:11] provides dedicated on-boarding and 24x7x365 support along with committed account managers. "I know if I need anything, I can go to my account manager. He has become a trusted advisor of sorts to help me problem solve. I never get stuck on how to do a thing, I just ask, 'How do I do this?' And he's able to provide the short, fast, simple answer," said Candy.

### Cloud Transformation Journey

From its fizzing bath bombs and shower jellies, to its commitment to fresh ingredients and the fight against animal testing, to its customer-driven mobile app, the Lush experience is synonymous with luxury, creativity, and innovation. It's no surprise, then, that when it came to choosing the right cloud backup, Candy wanted a solution that could compliment the company's ethos. "We want to approach our IT strategy the same way we, as a business, approach everything else," said Candy. "We want all the traditional IT services that allow a modern company to function, but we also must maintain our ability to be flexible and agile enough to create all the new products, smells, and wonderful things we do."

According to Candy, Lush's cloud strategy is still in its embryonic stages — which means backup may just be the first step in a larger journey. There's often no better place to start that journey than 11:11 Cloud Backup, which is designed to help protect critical data from internal and external threats, meet long-term retention requirements, and all the while modernize an organization's IT and business continuity plan. "Our entire experience, from the ease of set up and ease of use, to the cloud console, to cost point, really speaks to [11:11] being the right place for us to be in this moment," said Candy.

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