

▶ Case Study: Acxiom

ACXIOM SECURES EMPLOYEE DATA, REDUCES MIGRATION COSTS AND BOOSTS PRODUCTIVITY WITH COMMVAULT ENDPOINT DATA PROTECTION TECHNOLOGY



Industry
Enterprise Data, Analytics and
Software-as-a-Service

Corporate Headquarters
Little Rock, Arkansas

Employees
6,000

www.acxiom.com



CHALLENGE

- Employees were backing up their own data to USBs, cloud providers, external hard drives; doing their own restores without IT control
- Centralizing and protecting data on all employee desktops and laptops identified as a Top 10 corporate security initiative
- OS upgrades were expensive due to overnight freight charges incurred trying to minimally impact productivity

SOLUTION

Commvault Endpoint Data Protection Technology

BENEFITS

- Corporate IT maintains control over all employee data – backups and restores
- Flexible deployment, management and opportunistic scheduling allows IT to take advantage of backup windows with minimal impact on production system or PC performance
- Robust reporting helps Acxiom manage data and monitor storage to keep a handle on costs
- Substantial cost savings in overnight freight charges for OS migration

For more than four decades, Acxiom has helped their 7,000 global marketing clients identify and reach customer segments through better decision making and insights. Located in Little Rock, Arkansas, Acxiom, an enterprise data, analytics and software-as-a-service company, provides IT services to organizations that must improve operations, reduce costs and increase speed and agility.

Each week, Acxiom powers more than a trillion transactions and allows its clients to personalize the experience of their target audiences to deliver better results. The IT team manages an enterprise infrastructure consisting of more than 35,000 mainframe MIPS, 25,000 servers and 15,000 databases.

Giving clarity and confidence to their clients starts with collecting and protecting data with fail-safe measures and simplified management. Recently, company executives identified data protection and security as one of their Top 10 initiatives. According to Lisa Romine, senior manager, enterprise solutions at Acxiom, "We needed a secure, easy-to-manage solution to back up and protect data on our employees' laptops and desktops. Many employees had been backing up their own data to USBs, cloud providers and external hard drives, so when we told them we were taking that option away, we had to come up with a solution that would secure their data, without compromising their ability to access it."

Romine and her IT services group considered different options, including increasing their network share capacity, and decided workstation backup solutions would offer more control over end-user data without having to increase network storage.

According to Romine, "We narrowed down the backup vendor products we wanted to evaluate based on a Gartner report. What ultimately sold us on Commvault Endpoint Data Protection technology was its ease of management, data deduplication, compression and encryption features, and robust reporting. When we looked at what we got, it was worth every penny!"

► SECURING DATA, ENSURING ACCESS AND HOLDING THE LINE ON COSTS

Acxiom initially deployed Commvault Endpoint Data Protection technology to about 3,000 workstations and laptops in North America to support an OS migration and to provide employees self-service access to their business data. The software's simplified management and scalable architecture allowed Romine to seamlessly implement Commvault Endpoint Data Protection technology alongside Acxiom's legacy enterprise backup solutions while avoiding disruption to business operations. Using opportunistic scheduling, IT can minimize both the impact on other production systems in their datacenter and any impact on system performance that could affect end users.

For more information on Commvault Endpoint Data Protection technology, visit us online at commvault.com/solutions/endpoint-data-protection.

Romine stated, "We wanted to be able to protect data. We wanted to be able provide better access, improve productivity and keep costs down. With Commvault Endpoint Data Protection technology, we are able to do all of these things. We've been able to secure workstation and laptop data, with minimal impact on our budgets or our headcount."

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LISA ROMINE
*Senior Manager, Enterprise Solutions
Acxiom*

Windows 7 Migration: Protect and Secure Critical Data

Businesses that choose not to migrate to newer operating systems after the end of life of Windows XP will face security and compliance risks, productivity risks and increased expenses. This paper outlines the potential impact of not migrating and expands on a key element of any migration strategy.

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In fact, Acxiom has already realized a substantial time and cost savings attributed to its Commvault Endpoint Data Protection technology deployment in terms of its remote user OS migration from Windows XP to Windows 7. Prior to using Commvault Endpoint Data Protection technology, remote Acxiom employees had to overnight ship their laptops to the IT department, which would then re-image them, upgrade them to Windows 7, and then overnight ship them back to the employees. Romine explained, "Acxiom deploys Commvault Endpoint Data Protection technology on the remote XP machine to back it up. Acxiom then restores the data on the new Windows 7 computer and sends it to the remote worker with regular shipping. Because we've improved access to their data, remote workers can ship back their old machines using regular shipping as well, saving the company money and reducing the downtime impact to the users."

▶ REPORTING FEATURES THAT GIVE IT INSIGHTS INTO OPERATIONS

The License Summary Report, which allows Romine the ability to keep an eye on how much storage capacity is used and available, is just one feature of the powerful reporting package that Acxiom values. Romine is also a big fan of the Completed Full Backup Report that recounts the number of backups that were performed in the previous 24 hours. She finds that report particularly helpful for her offsite users who are backing up over VPN.

Regarding Commvault's Health Check Report, Romine stated, "This report has helped Acxiom manage data and costs because it keeps the company updated on how much data volume employees are using, to make sure they haven't gone over what we have in our Capacity Licensing Agreement. We find this report to be especially useful."

In terms of planned future expansion, Acxiom intends to approximately double the number of employee laptop and workstation devices being protected by Commvault Endpoint Data Protection technology with a rollout to the organization's Mac users and globally across EMEA and APAC. Standardizing its endpoint protection and access will support the company's mission to increase productivity, clarity and confidence for both employees and customers.

▶ ACXIOM AT-A-GLANCE

DATA MANAGEMENT (by the Numbers)

- 3000+ desktops/laptops under protection
- 7,000+ customers
- 35,000 mainframe MIPS
- 25,000 servers
- 15,000+ databases

OPERATING SYSTEMS



▶ To learn more about Commvault software, and how it will enable a modern, efficient data protection strategy, please visit commvault.com/solutions/endpoint-data-protection.

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COMMVAULT.COM | 888.746.3849 | GET-INFO@COMMVAULT.COM
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