



▶ Case Study: Rentsys Recovery Services

ERASE DOWNTIME CHALLENGES WITH COMMVAULT® SOFTWARE



Industry
Cloud/Managed Services Provider

Headquarters
College Station, TX

www.rentsys.com



CHALLENGE

Rentsys Recovery Services needed an industry-compliant backup and recovery solution that delivered a suite of advanced features, including assurance of security and compliance, which would easily scale in a rapidly growing cloud environment.

SOLUTION

Commvault software delivered the holistic solution Rentsys Recovery Services needed, reducing the complexity of its environment, supporting faster backup and recovery speeds for customers, and delivering key features such as embedded deduplication and encryption.

BENEFITS

- Source-side deduplication reduced data footprint and hardware lock-in
- Encryption of data, in-transit and at-rest, and multi-tenancy features provide the security precautions necessary to serve clients in regulated industries
- Easy-to-use management tools improved productivity for internal teams and for clients
- Application-aware functionality allowed transitioning away from myriad point products
- Single software platform and licensing model have enabled a full cloud services portfolio – across backup, archive, and disaster recovery



When it comes to full-service disaster recovery, few companies have as much experience as Rentsys Recovery Services. Founded in 1995, Rentsys is part of a large family of companies, led by the Reynolds and Reynolds Company. With a heritage of nearly 150 years of business operations, Reynolds is the leading provider of automotive retail hardware and software solutions in the U.S., Canada, the U.K. and Europe. Through common management and field resources, Rentsys is readily available to provide a complete range of customized recovery solutions to minimize the impact of an audit or disaster. Rentsys offers a full-service portfolio including the “quick-ship” of critical IT hardware, voice and network recovery, Mobile Recovery Center solutions, traditional hot-site recovery, co-location, and BlackCloud®, its innovative cloud-based disaster recovery service.

A cornerstone solution for the recovery solutions provider, BlackCloud gives Rentsys customers easy and immediate access to data that they need to keep their businesses running. BlackCloud delivers assured business continuity without compromising compliance by meeting FFIEC, FDIC and NCUA financial services regulations, HIPAA health care regulations and other regulatory requirements. Hundreds of customers, from small to medium-sized businesses and Fortune 500 companies, use the secure, private cloud to reduce the risk of data loss and enable rapid data backup and recovery within a secure and flexible infrastructure.

“Our customers require efficient access to their systems and data,” said Walt Thomasson. “They want it faster and more reliable than ever. Yet, at the same time, they also must assure compliance with their industry-specific regulations for data security and recovery. That’s what we can help them achieve with BlackCloud.” Initially the BlackCloud solution was developed by business recovery services provider,

“Customers are experiencing increased scrutiny due to compliance and regulatory requirements. This, coupled with the need for more efficient access to data and a very low tolerance for outages, is really driving our business. Commvault software helps us achieve these goals while allowing us to deliver the robust features that improve both our internal productivity as well as that of our clients.”

WALT THOMASSON
*Managing Director,
Rentsys Recovery Services*

► TECHNOLOGY INNOVATION ASSURING SECURITY AND COMPLIANCE

When building BlackCloud to support client needs, there were a number of challenges the solution needed to overcome, including the ability to simplify the movement, protection and archiving of data stored in the cloud. The teams experienced manageability and scale issues with legacy solutions, and were faced with implementing additional point products to protect key applications for their virtual server environment, however, Commvault® software delivered all the features the recovery service firm needed for its BlackCloud solution.



With a software-based solution that managed a diverse data center environment, Commvault software enabled Rentsys to execute a modular infrastructure strategy and remain relatively hardware agnostic – plugging in the compute and storage resources needed in a flexible manner. Support for its Windows-based environment and key applications such as Microsoft Exchange and SharePoint, while solving challenges in protecting its VMware-centric virtual environment were all included with Commvault software, reducing complexity for the Rentsys teams. In all, Commvault uniquely delivered everything Rentsys needed to make BlackCloud a comprehensive cloud solution across backup, archive and disaster recovery. For more information about becoming a Commvault partner, visit us online at commvault.com/partners.

The source-side deduplication feature embedded in Commvault software was a key differentiator for the BlackCloud team as it evaluated technology providers. This feature continues to be unmatched in reducing data footprint to drive bandwidth and storage efficiencies, improved customer experience through faster backup and recovery times, and flexibility in hardware choices for their modular data center building blocks.

To support the high security of its clients' data, the solution also needed to offer advanced encryption capabilities. "One of the features that made Commvault software stand out was its ability to have encryption in transit and at rest," said Brandon Tanner, senior manager for Rentsys. "When you are dealing with regulated data, you can't have something that isn't encrypted. It's a significant advantage that we saw in the Commvault software solution."

Both business and technology-driven requirements led to the definition of Rentsys' BlackCloud service offering. "Customers are experiencing increased scrutiny on compliance and regulatory requirements," said Thomasson. "This, coupled with the need for more efficient access to data and a very low tolerance for outages, is really driving our business. Commvault software seamlessly helps us achieve these goals while allowing us to deliver the robust features that improve both our internal productivity as well as that of our clients."

As Rentsys transitioned its customers from their legacy solutions, Commvault software demonstrated even greater value-add. Customers who moved to the BlackCloud solution enabled by Commvault enjoyed the easy-to-use interface, not to mention faster backup and recovery speeds enabled by the new solution.

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BRANDON TANNER
*Senior Manager,
Rentsys Recovery Services*

► FOCUSED BUSINESS MODEL SUPPORTS GROWTH

Beyond delivering the technology features that helped Rentsys set BlackCloud apart, Commvault also enabled the growing company with resources and services dedicated to service provider partners. This has resulted in a distinct advantage for Rentsys because the company is able to work collaboratively with Commvault to plan for future growth and development of new offerings. "Rentsys prides itself on being a relatively

flat organization,” said Thomasson. “In Commvault we found a similar philosophy. We have been able to engage quickly and directly on business development opportunities such as our cloud strategy, new appliance offering, vertically aligned solutions, and more. This adds further value to our partnership that isn’t the norm with other technology vendors.”

With Commvault’s support behind them, Rentsys is anticipating rapid growth of its customer base for BlackCloud. With hundreds of customers and terabytes of data under management, the company is on pace to double its BlackCloud business within the year.

“Commvault has demonstrated that they truly understand the unique business needs of managed services providers,” said Tanner. “We have seen increased investments in serving us as a key channel – from dedicated account teams who understand how to support MSPs, to compensation and enablement to eliminate channel conflict, and ongoing enhancements such as the multi-tenancy features in Commvault software that help service providers scale and serve their customers better. These give us the support we need to capitalize on new sales and product opportunities.”

As the lines between recovery and production environments blur, and customers require faster and faster recovery times – Rentsys is ready to help, with its BlackCloud solution enabled by Commvault. Its fully managed service provides customers not just products, but also implementation, testing, documentation, and ongoing management, for a solution that truly delivers to the business continuity outcomes that customers desire.

Adapting Data Protection Strategies to Cloud Infrastructure¹

Learn more about cloud data protection strategies and moving workloads, applications and datasheets into public cloud infrastructure in this whitepaper.

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▶ RESOURCES

1 commvault.com/resource-library/5445a276990ebbbd71001774/cloud-data-protection-whitepaper.pdf

▶ To learn more about the full benefits of CommVault software and its revolutionary approach to cloud data protection, please visit commvault.com/cloud.

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