



ABOUT LOGO BRANDS

Logo Brands is a leading manufacturer of officially licensed products for college, NBA, MLB, NHL, NFL, Major League Soccer, NASCAR, the English Premier League, four major branches of the United States military and entertainment brands such as Star Wars-Disney with more than 100 product lines including several varieties of chairs, stadium seats and cushions, personal bags, tents and canopies, coolers, and blankets. In 2000, Logo Brands began by shipping college chairs from a garage just outside Memphis, Tennessee, and in less than a year, Logo Brands moved into their first warehouse. Today the company holds licenses for more than 450 teams and organizations, striving to be an industry leader for new and unique lifestyle products. www.logobrand.com

“We were up and running and replicating to AWS in less than an hour! Our Zerto installation was much easier than any other installation we’ve done.”

TIM TWETEN
IT MANAGER,
LOGO BRANDS

ZERTO HITS DR HOME RUN FOR LOGO BRANDS

EXECUTIVE OVERVIEW

Logo Brands is a leading manufacturer of officially licensed products for NCAA, NBA, MLB, NHL, and Major League Soccer, spanning over 100 product lines across more than 450 teams. Consistently among the top licensees for the Collegiate Licensing Company based on sales volume, Logo Brands needed a disaster recovery (DR) strategy that would ensure they could keep operations up and running while enhancing relationships with their financial institutions by meeting their required SLAs. Logo Brands didn't have confidence that their current strategy could deliver the RPOs/RTOs they needed, so they moved forward with evaluating new DR solution options.

AT A GLANCE



Industry:
Sports Apparel



VMs protected by Zerto:
25 VMs



Storage:
NetApp



Sites/location:
Franklin, TN, and Amazon Web Services



Applications protected by ZVR:
Exchange, ERP - SAP BusinessOne, Citrix, ECM -
M-files

Logo Brands Elevates Their DR Strategy by Bringing It to The AWS Cloud

Prior to making a decision to invest in a new disaster recovery solution, Logo Brands relied on a very manual and cumbersome process. On a weekly basis, the IT manager was tasked with copying all critical backups to a hard disk overnight. Once completed, the disk would be stored at a partner's facility for safekeeping. Due to business growth and expansion, Logo Brands decided it needed a new DR strategy that was more automated and would give them more the aggressive RPOs and RTOs that their business needed.

In the event of a disaster (manmade or other), the impact of downtime to Logo Brands would have a substantial negative impact. Not only would employees not be able to send e-mails, customers would feel the impact as well. Logo Brands would be unable to process orders, receive or ship any product, or reach out to its customer base. Knowing that this would be unacceptable to the business, and do irreparable harm to its image, Logo Brands started evaluating multiple DR solutions.

After evaluating their options, Logo Brands selected Zerto because of the confidence it gave them to get back up and running quickly. Logo Brands was also able to leverage their existing Amazon Web Services account, which offered them a low cost of entry due to the fact that they didn't have to upgrade or add any new hardware.

In addition to the easy install, Logo Brands has been enjoying other benefits of Zerto Virtual Replication. A significant reduction in RPO and RTO has given them the confidence to recover quickly in times that are acceptable to the business and their partners. In addition, the ability to test the solution and the ease of use gives Logo Brands reassurance that someone could manage Zerto if the IT Manager wasn't available.

"Zerto is so easy I am confident that I'd be able to pass it off to someone else if necessary," said Tim Tweten, IT Manager. "Even our non-technical employees would be able to manage Zerto—that's how easy it is."

BC/DR CHALLENGES:

- Needed a BC/DR solution to meet RPO/RTO SLAs with partner banks
- Required to be easy install/maintain/administer with limited IT staff

ZVR SOLUTION:

- Dramatic reduction in RPO/RTO
- Incredible ease of use
- Guarantees near synchronous replication with minimal performance impact

ZERTO RESULTS



Weeks to Seconds

Improvement in RPOs/ RTOs

RPO decreased from 1 week to 10 seconds
RTO decreased from five weeks to 3-4 hours



1 Hour

Easy Installation

Installed and replicating to AWS in one hour



Lower Headcount

Low Maintenance

Requires minimal administration,
freeing up limited IT staff

ABOUT ZERTO

Zerto, a Hewlett Packard Enterprise company, empowers customers to run an always-on business by simplifying the protection, recovery, and mobility of on-premises and cloud applications. Zerto's cloud data management and protection solution eliminates the risks and complexity of modernization and cloud adoption across private, public, and hybrid deployments. The simple, software-only solution uses continuous data protection at scale to converge disaster recovery, backup, and data mobility. Zerto is trusted by over 9,500 customers globally and is powering offerings for Microsoft Azure, IBM Cloud, AWS, Google Cloud, Oracle Cloud, and more than 350 managed service providers.

Learn more at www.zerto.com.

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