

# CASE STUDY



## SYNOVATE AMERICAS—Outsourcing Backup of Distributed Data Makes Sense for Market Intelligence Firm



The market research arm of global communications specialist Aegis Group plc, Synovate generates consumer insights that drive competitive marketing solutions. Synovate Americas, headquartered in Chicago, operates 27 full-service offices with over 1,000 employees in the United States, Canada, Mexico, Brazil and Argentina. A truly borderless operation that has grown by acquisition, the company's mobile workforce provides market intelligence to clients in virtually every nation in North and South America.

The growing global business at Synovate Americas (Synovate), fueled in part by a series of acquisitions, brought with it new data backup and recovery challenges for IT. As it expanded across continents and time zones, the firm was under pressure to avoid downtime, safeguard increasing data volumes, and comply with the new oversight and audit requirements of Sarbanes-Oxley. All these factors added up to a clear business imperative: establish a better method to backup, recover and manage access to business-critical data.

The issue was especially pressing at branch offices, where 3 terabytes of data reside on a mixture of servers, desktops and laptops, and the job of performing backups was often relegated to nontechnical users. Synovate lacked confidence that remote office or laptop data was being backed up regularly and completely. Moreover, local backups proved difficult for IT to supervise from a central location—a key requirement for sound information management and regulatory compliance.

## SOLUTION HIGHLIGHTS

### Company—

Synovate Americas, [www.synovate.com](http://www.synovate.com)

### Industry—

Communications

### Business Challenges—

- ◆ Ensure daily backup of 3 terabytes of critical data distributed across multiple branch offices, servers, desktops and laptop systems
- ◆ Centralize backup operations for improved visibility, management and reliability
- ◆ Unify backup and data recovery operations following acquisitions of new companies
- ◆ Control backup costs and maximize ROI
- ◆ Comply with Sarbanes-Oxley and other regulations

### Solution—

Synovate selected Arsenal Digital Solutions to outsource backup and data recovery across 37 branch offices, 28 servers, and 350 desktop and laptop systems. ViaRemote provides Synovate with a centralized, single-source solution that has dramatically improved the reliability, security and management of backup operations across its widely distributed organization.

### Results—

- ◆ Increased data availability and security
- ◆ Improved productivity through fast deployment and easy-to-use, automated backup function
- ◆ IT time and cost savings through centralized, Web-based data protection
- ◆ Full visibility into audit trails for regulatory compliance
- ◆ Predictable costs and high ROI from a scalable, pay-as-you-go service

Synovate's legacy system from Iron Mountain supported laptop backups only, addressing only part of the problem. IT staff also considered a more comprehensive onsite, self-managed solution that would entail purchasing new storage equipment and software for backup, as well as investing in personnel to manage the system and train the users. After analysis, however, they rejected that idea as too costly.

A more cost-effective, centralized solution, easy to use and fast to implement, could be provided by outsourcing—turning over the data backup and restore functions to the experts at Arsenal Digital Solutions. Synovate chose to standardize all offices on the ViaRemote turnkey remote backup and recovery service.

ViaRemote now automatically backs up data daily to a secure, highly available offsite storage facility. This on-demand service provides Synovate with a simple way for all data to be centrally stored, protected and recovered—whether the need is for restoring lost data, responding to a regulatory audit or recovering from a disaster.

ViaRemote also gives Synovate a simple and cost-effective way to manage its backup and recovery operations. A Web-based portal provides easy restore capabilities from a central location, and the service is monitored 24x7 by experts. The centralized, Web-based management also provides visibility into backups and audit trails, providing the IT staff with a cost-effective way to fulfill the oversight and audit requirements of Sarbanes-Oxley.

Synovate is also benefiting from the predictable costs and solid returns that an outsourced solution makes possible. A pay as-you-go, on-demand service, ViaRemote is infinitely scalable and able to grow with the company's storage. It eliminates the research, implementation, hiring and training costs of launching an inhouse solution—while accelerating service delivery. For this market intelligence leader and other growing companies, the result makes excellent sense: a simple, proven data backup and recovery service with no capital investment.

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**“ With ViaRemote, we are assured that all data from our remote branches is backed up and easily restorable. And the centralized, Web-based management allows my staff to cost-effectively fulfill the oversight and audit responsibilities mandated by Sarbanes-Oxley and other regulations. ”**

**—Prabhakar Sonparote,  
IT Director, Synovate Americas**

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