Symantec.

Bültel Bekleidungswerke GmbH

Bültel Bekleidungswerke Helps Unify Its Growing Fashion Empire and Gets Immediate Payback with Symantec Solutions

Bültel Bekleidungswerke GmbH makes multiple lines of clothing that are appealing to the eye but challenging to the IT team, because the subsidiaries that make them had inconsistent solutions in backup, endpoint security, messaging security, and archiving. The company standardized on Symantec solutions and Symantec Gold Partner PingUs for results that include EU€62,800 (US$78,000) in backup drive space reclaimed by deduplication, up to 10 times faster recoveries than the previous backup solution, 99% of spam blocked, and EU€4,700 (US$5,600) in drive space saved by email archiving.

bültel
INTERNATIONAL FASHION GROUP

ORGANIZATION PROFILE

Site: www.bueltel.com

Industry: Manufacturing

Headquarters: Salzbergen, Germany

Employees: 1,800

KEY CHALLENGES

Bültel Bekleidungswerke GmbH needed to standardize technology serving three different lines of clothing, and stabilize basic services such as backup, security, and archiving.

SOLUTION

The company turned to Symantec for backup, endpoint and messaging security, and archiving solutions that deployed quickly and drove many efficiencies.

BENEFITS

- EU€62,800 (US$78,000) in drive space reclaimed by deduplication
- Up to 10 times faster recoveries and higher success rates than previous backup solution
- Zero disruption from malicious code since deploying endpoint security
- 99% of spam blocked with no disruption from false positives, boosting productivity
- Projected EU€4,700 (US$5,600) in drive space saved by email archiving

Creativity needs a foundation

A variety of offerings can be a strength, but also a challenge. Consider Bültel Bekleidungswerke GmbH: the company markets a line of menswear called Calamar, which is uncomplicated, urbane, and casual. It has another line called hattric, a collection of men's pants made of high quality fabrics with comfortable cuts. And it has a third line called camel active "creativity needs a foundation" a license from WBI (Worldwide Brands, Inc.). camel active is designed to combine style with adventure everywhere from snow slopes to mountain bike trails.

These three lines of clothing are increasingly popular in dozens of countries, and they've made Bültel into a fashion empire stretching from a headquarters in Germany throughout Europe to China, Hong Kong, the Philippines, and Vietnam.

Fashion evolves quickly, however, and a company can compete only if its core technology is dependable and can keep up with changes. When Holger Gemassmer joined Bültel as its CIO almost a year ago, he and his colleagues faced a fundamental challenge: build one technology foundation that would deliver services for three different clothing labels, each of which ran within its own IT silo. Each subsidiary had a different legacy ERP system. "There were many procedures with question marks, and we needed them to be consistent across the company," Gemassmer notes.

> "Each of our subsidiaries was an island. Now we've connected those islands with technology bridges."

Holger Gemassmer
CIO
Bültel Bekleidungswerke GmbH

The response was a core initiative called ONE: migrate from three legacy ERP applications to one and unite all subsidiaries into one global network. Host 99 percent virtualized servers on one new infrastructure. Stabilize and standardize on one set of IT processes, and deliver services that employees could count on as they extended creativity and added value to the business.

Gemassmer and his colleagues had several key areas of uncertainty to address.

Backup worthy of your signature

One of the biggest question marks was backup. German law is precise on data retention: CIOs need to ensure that data is being properly backed up, and that retention periods—as long as 6 to 10 years—are maintained.

The previous backup solution, from Veeam, ran to disk only and not to tape, making long term retention difficult. The solution also backed up only virtual machines (VMs), and it was not doing that consistently. Bültel's critical Microsoft SQL server database ran on physical servers, and its data had to be periodically copied onto a VM to be included in the backup—a step that increased risk.

Says Gemassmer: "We immediately looked to Symantec Backup Exec, and a Symantec Gold Partner named PingUs Solutions, because I had worked with both for 10 years earlier in my career. PingUs has deep Microsoft and Symantec expertise, yet their attitude isn't 'we know everything and you know nothing.' They are a partner that you can really talk to about networking, storage, servers, and operating systems, and they give you a complete solution."

Migrating to Symantec™ Backup Exec software was painless, Gemassmer adds. Even though the migration was combined with moving all the VMs to a new server cluster and upgrading to a 10 Gigabit network, it was complete in two weeks.

Saving 60,000 euro in disk space

The backup success rate, which had been inconsistent, rose to 99 percent and the recovery success rate has been 100 percent, Gemassmer notes. The team conducts a full backup of 12 terabytes in one day, shortened from a backup that ran continuously all week. In addition, a Backup Exec deduplication ratio of 7.2 to 1 frees 60 terabytes of space worth EU€62,800 (US$78,000) for more valuable uses.

Because of granular recovery technology in Symantec Backup Exec, a single-pass backup enables the team to recover complete VMs or databases or the individual files or folders or messages within them—in as little as one-tenth the time. "If we wanted to recover a file within a VM using our prior solution, we had to recover the full VM first," Gemassmer says. "That took precious extra time."

The Bare Metal Recovery capability of Symantec Backup Exec enables physical-to-virtual (P2V) and virtual-to-physical (V2P) server transfers to dissimilar hardware if needed. "This will play a role in the disaster recovery plan we are developing," Gemassmer says. "The P2V capability can also help us when we virtualize one of our legacy ERP Linux-based servers."

Administering the company's backups takes just two hours a week, Gemassmer adds. "Our system administrator appreciates that Backup Exec integrates with VMware vCenter," he explains. "We get a single screen view of all of all backup jobs from the virtual machine level, and those green check marks reassure me when I have to sign off that everything is fine."

TECHNOLOGY ENVIRONMENT

- **Server platform:** 45 virtual machines running on VMware vSphere 5.5 and Microsoft Exchange Server 2010 hosted on 7 HP ProLiant servers
- **Applications:** Microsoft Exchange 2010, VMware servers
- **Databases:** Microsoft SQL Server 2008 R2
- **Storage:** HP StoreVirtual
- **Tape library:** HP StoreEver MSL4048 LTO-6

SOLUTIONS

- Symantec Backup Exec™
- Symantec™ Endpoint Protection
- Symantec™ Messaging Gateway
- Symantec Enterprise Vault™

SERVICES

- Symantec Essential Support Services

SYMANTEC GOLD PARTNER

- PingUs Solutions GmbH & Co. KG (www.pingus.de)

✓Symantec™

"PingUs has deep Microsoft and Symantec expertise, yet their attitude isn't 'we know everything, and you know nothing.' They are a partner that you can really talk to about networking, storage, servers, and operating systems, and they give you a complete solution."

Holger Gemassmer
CIO
Bültel Bekleidungswerke GmbH

Enhancing endpoint security for immediate payback

Another area of uncertainty that the team had to address was security for the company's 400 endpoints. Bültel had a solution from F-Secure, but its personal firewall wasn't remaining in force as employees moved between different network environments. This caused complications.

Gemassmer switched to Symantec™ Endpoint Protection because it had a long, successful track record at his previous company. "Since deploying Symantec Endpoint Protection at Bültel, there has been no disruption from malicious code, the firewall issue is solved, and we value the added layers of protection it provides us, from a single control point," he says.

Bültel uses the host integrity checking feature of Symantec Endpoint Protection to ensure that devices have proper security settings and patches and are compliant with policies before they are allowed to connect. "For now, we block non-company devices from entering our network, but in time, this feature will help us enforce a Bring Your Own Device (BYOD) policy that we are considering," Gemassmer says. "By providing additional functionality like host integrity checking, 100 percent payback on Symantec Endpoint Protection was immediate."

Bültel also uses Symantec Endpoint Protection to perform full weekly scans of its virtual machines. The Shared Insight Cache feature in Symantec Endpoint Protection notes which files are standard and trusted inside virtual machines, so they don't have to scanned. "Shared Insight Cache results in faster VM scans that consume less resources on our virtualization hosts," Gemassmer notes. "This is a big benefit."

Blocking threats at the email gateway

The IT team also had a messaging problem to solve. Bültel hosts its email externally, and learned that the email service provider was using had an antispam solution that delayed incoming messages by 15 minutes. "This was a huge productivity loss," Gemassmer says. "We knew we could do better and switched to Symantec Messaging Gateway."

The IT team deployed two Symantec™ Messaging Gateway appliances at the email perimeter to block spam and other email-borne threats; the appliance redundancy enables failover and load balancing. A separate virtual instance of Symantec Messaging Gateway provides management, and the flexibility to deploy Symantec Messaging Gateway as a physical or virtual appliance enabled the team to avoid approximately EU€3,000 (US$3,500) in physical server costs.

"Scanning delays have been eliminated, and we are now able to block 99 percent of spam," Gemassmer says. "False positives have not been a factor. The filters really do their job in blocking spam and other threats."

Reducing email storage for immediate payback

Storing email can be expensive, especially in the fashion industry, where messages often include large image and design file attachments. The biggest user mailbox at Bültel was an astonishing 150 gigabytes.

"Some of our users had an email archiving solution called EASY XBase, but others did not," Gemassmer explains. "EASY XBase was actually not intuitive to use, and rather than get licenses for all users, we saw that it would be less expensive to roll out a completely new installation of Symantec Enterprise Vault."

When Symantec Enterprise Vault™ archives messages, it deduplicates and compresses them. "Enterprise Vault is providing a 40 percent reduction in our email store, which is better than our prior archiving solution," Gemassmer says. "We will limit mailboxes to two gigabytes and archive older messages over that limit, transparently to users. Archived messages still appear in a user's email client and can be opened with a double click, as if they were on the email server."

Enterprise Vault also enabled Bültel to end the use of PST files to store old messages, because PST files are easily lost or corrupted. The IT team used Enterprise Vault to automatically locate PST files on the network, index their contents to make them searchable, and migrate them to a central repository, freeing more drive space. "We removed all the PST files with Enterprise Vault, disabled PST capabilities, and are now PST-free," Gemassmer says with relief.

With Enterprise Vault, Bültel has reclaimed an estimated half-terabyte of email storage space, worth about EU€2500 (US$3,000), which can serve more valuable uses. And in the next few years, Gemassmer estimates that the company will reduce storage costs 20 percent compared to the prior solution, resulting in total projected savings of about EU€4,700 (US$5,600).

✓ Symantec.™

Enterprise Vault also automatically enforces Bültel retention policies, deleting data when its retention period expires to reclaim the storage space and reduce risk. "Given the savings in email storage, Enterprise Vault delivered instant payback on our investment in it," Gemassmer says. "We plan to expand Enterprise Vault archiving to our file servers as well."

For support, Bültel contracts with Symantec Essential Support Services to gain 24×7 access to Symantec experts. "This has been valuable, and the IT team especially appreciates that there is a local support desk in Germany for Symantec Backup Exec," Gemassmer says.

A foundation to grow on

Now that basic services such as email and endpoint security, backup, and archiving are stable, Gemassmer explains, the ONE initiative is paying off. "We are able to roll out our email system to Asia and will add 100 mailboxes, giving our employees there enterprise-class service and reduced risks, while lowering the cost per mailbox."

"Each of our subsidiaries was an island," Gemassmer continues. "Now we've connected those islands with technology bridges."

For more information

Contact your local Symantec Sales Representative or Business Partner, or please visit:
www.backupexec.com

www.symantec.com/enterprise-vault

www.symantec.com/messaging-gateway

www.symantec.com/endpoint-protection

Symantec World Headquarters
350 Ellis St.
Mountain View, CA 94043 USA
+1 (650) 527 8000
1 (800) 721 3934
www.symantec.com

PingUs Solutions stands for excellent IT knowledge

Founded in 1999 as one-man business in Berlin, PingUs Solutions GmbH & Co. KG is now headquartered outside Berlin in a village called Schildow.

The company provides integrated IT core infrastructure support, and has deep technical know-how of the products in its portfolio and how they work together in real life. The human factor—whether user or administrator—is central when PingUs plans a solution. The company also draws on experience from many projects, support, training, implementation, consulting and troubleshooting tasks during the last 15 years.

Its main focus is to support the IT service provider not having the resources to design or deploy specific solutions within their customers IT infrastructure. Enhancing customer satisfaction and customer/partner collaboration is the goal. With help from PingUs, several companies all over Europe manage their IT projects. Customers include large enterprises with many branch offices as well as small businesses and numerous IT service providers.

PingUs has a special focus on a few strategic partners that meet its high standards, and it stays in close contact with the manufacturers and developers of the products that are integral to its solution portfolio.

PingUs also focuses on achieving elite partner levels with the manufacturers and products it represents. Its employees continuously train and earn certifications that validate their skills. Their expertise in understanding each customer's particular challenge and solving it is the company's most crucial asset.

PingUs company-wide certifications

Symantec Gold Partner with the following qualifications:
- Specialist Partner Enterprise Security Master
- Specialist Partner Enterprise Security Solutions
- Specialist Partner Endpoint Management Solutions
- Specialist Partner Advanced Small and Medium Business
- Member of the Symantec Technical Assistance Partner Program

Microsoft Silver Partner with the following qualifications:
- Management and Virtualization
- Server Platform
- Midmarket Solution Provider
- Volume Licensing
- Software Asset Management
- Small Business Specialist
- Authorized Education Reseller

Hewlett Packard Silver Partner