Dermoshop safeguards 200 to 5,000 online orders per day with Arcserve Appliance

CLIENT PROFILE

Industry: Retail
Company: Dermoshop Group
Employees: 80-plus

dermoshop

BUSINESS

Dermoshop is a Finnish skincare and cosmetics company founded in 1988. It sells its products online to customers in Finland, Sweden, Estonia, Latvia and Russia.

CHALLENGE

With 200 to 5,000 orders placed via its online shop every day, Dermoshop needs IT systems to be highly available. To safeguard sales and customer service, the retailer needed a reliable and user-friendly backup and recovery solution.

SOLUTION

Arcserve Appliance protects 23 terabytes of data underpinning the company's entire operations. As well as ensuring successful daily backups, the solution has reduced data storage volumes by 80% to less than four terabytes.

BENEFIT

The fast and reliable backup solution has reduced operational costs and keeps online sales running smoothly, safeguarding revenues and customer satisfaction for Dermoshop.

BUSINESS

Exclusive skincare and cosmetics

Founded in 1988, Dermoshop is a Finnish beauty company that develops and sells its own range of skincare and cosmetic products online. Headquartered in Korsnäs, it retails products under the brand name Dermosil to customers in Finland, Sweden, Russia, Latvia and Estonia.

Dermoshop Group has approximately 80 permanent employees and takes on additional seasonal personnel (between five and 60 employees) to help in its warehouses.

The company also has offices in St Petersburg, Tallinn, Stockholm and Helsinki and plans to further expand its presence and customer base in Northern Europe.

CHALLENGE

Safeguarding customer experience

Dermoshop sells its products to customers exclusively via its website, and with between 200 to 5,000 orders being placed each day, highly available IT systems are essential for completing transactions and shipping products to customers.

Joakim Vest, IT and Logistics Manager for Dermoshop, explains, "From emails, to billing, to turning clicks online into deliveries, we need our systems to be fast and seamless for our customers and for our employees."

While the company had manual tape backups running every day, this was proving time-consuming and unreliable. "As well requiring time and resources to physically change and check tapes, the system we were using wasn't fool proof," adds Vest. "If a tape wasn't changed or the backup didn't complete successfully, we could lose critical data relating to transactions, and that could amount to thousands of pounds in lost revenue."

> If a server went down, it could take half a day to restore it.
> – **Joakim Vest,** IT and Logistics Manager

Recovering data from tape backups was also complex, as the team needed to identify which backup to mount before drilling down to recover the lost data. "If a server went down, it could take half a day to restore it," comments Vest.

To ensure effective and efficient data backup and recovery, the company needed a reliable, automated solution with a user-friendly interface.

SOLUTION

Cost-effective disaster recovery

Dermoshop's IT partner, KDSoft, recommended Arcserve Appliance, and the solution went live in summer 2016. Tom Eriksson, Security Manager at KDSoft, recalls, "From experience, we knew Arcserve Appliance to be reliable and easy to use; it also has excellent deduplication capabilities, making it a very cost-effective solution and a good fit for Dermoshop."

The solution backs up approximately 23 terabytes of data across 17 servers, which is reduced to around three terabytes of storage space through deduplication and compression. "Previously we needed 25 terabytes of storage for backups, now we have less than four terabytes, which makes Arcserve Appliance much more economical," explains Vest.

The Arcserve solution also provides an automated and fail-safe process for the protection of data and its swift recovery. "Every night our tape system encountered an issue with at least one server," reveals Vest. "But with Arcserve, we've had a backup success rate of 100% from the outset."

The solution is remotely monitored and supported by KDSoft, as Ericsson explains, "We can manage Arcserve UDP Appliance remotely via a single dashboard. This also makes it very quick and easy to recover lost files without impacting the IT team."

Deployed at Dermoshop's Finland headquarters, the Arcserve Appliance also backs up systems located in other offices on a daily basis via the internet, thereby safeguarding the company's entire operations. The solution gives Dermoshop the flexibility to scale and adapt its systems without the need to buy additional licenses.

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> We needed 25 terabytes of space for backups previously, now we have less than 4 terabytes.
> – **Joakim Vest,** IT and Logistics Manager
> "

Arcserve Appliance compresses more than 22 terabytes of data to just 3.5 terabytes

BENEFIT

Protecting customer transactions and satisfaction

The Arcserve solution is fast, flexible and reliable and has simplified backup and recovery management for Dermoshop, as well as reducing storage costs.

In addition, with IT partner KDSoft supporting the solution, Dermoshop's IT team can relax in the knowledge that the business is safe from the impact of data loss, and can focus on other tasks.

"With Arcserve Appliance taking care of data backups, I can spend more time supporting our users," confirms Vest. With Arcserve Appliance, Dermoshop has been able to:

- Free up IT resources

- Safeguard online transactions

- Achieve cost savings.

All of this will enable the company to maintain high levels of customer satisfaction and help it to achieve its goal of further expansion. "Arcserve helps us to safeguard sales and customer service, which is essential for future growth," concludes Vest.

For more information on Arcserve, **please visit arcserve.com**