



Case Study
Affordable Data Protection
Marketing Services

Intel® Entry NAS System Illustrates Backup Storage Benefits for Hanlon Brown Design

Intel® Entry Storage System SS4000-E helps protect critical information at mid-sized design agency with easy-to-manage networked backup solution.

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- Challenge** Hanlon Brown had no consistent backup method for workstations, leaving the agency vulnerable to data loss and storage constraints
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- Solution** Intel network attached storage (NAS) for centralized backup and recovery of client workstations
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- Benefits** Developed a flexible, cost-effective backup and recovery infrastructure to reduce the time, cost, and complexity involved in protecting and managing the firm's data—providing peace of mind for staff and clients
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It usually takes more than talent and determination to create a top-notch company. For Hanlon Brown Design, the sixth largest design firm in the Pacific Northwest, success also means honoring a no-excuses pledge to its high-profile client base, which includes Adidas and Inter-Tel. Established in 1978, with offices in Portland, Oregon, and Chandler, Arizona, the firm specializes in the development and management of print, web, and interactive marketing collateral.

With a reputation of quality design and perpetual satisfaction, Hanlon Brown Design is diligently committed to meeting pressure deadlines and increased workloads for its growing roster of clients. But as more demands were being placed on resources at this 28-person company, the methods for protecting and accessing data from each workstation also needed a boost. Hanlon Brown did not have a consistent data backup method for client information, such as account details, project proposals, and billing records, which was housed on project manager workstations, leaving the agency vulnerable to data loss and productivity issues.



hanlon brown design

“The Intel® SS4000-E literally gives us plug-and-protect reliability that operates like any other service, helping us to eliminate downtime and loss of work, and get back to making our clientele happy.”

Chris Barry
Network Administrator
Hanlon Brown Design

Agency Gets Graphic about Backup Issues

“We wanted to put preventive measures in place to keep us forward-looking rather than simply responding to an outage or data restore problem, because clients should never need to be affected by a storage backup issue,” says Noma Hanlon, the firm’s president and co-owner.

The rule at Hanlon Brown had been to save work to the server before shutting down at the end of each workday. In a busy agency, time is money, and lengthy procedures for saving files was not billable. While designers using Apple Macintosh* computers were saving design files throughout the day to their server, the business side of the house had experienced some data loss, from hard drive crashes and even a lightning storm outage. Depending on whether and when an individual saved the work to the server before a system failure, as much as a day’s worth of work could be lost.

“Then I’d need to purchase new desktops and completely rebuild each system from scratch. That becomes expensive and time-consuming,” says Hanlon Brown network administrator Chris Barry.

To reduce the future loss of data, time, and resources, Barry wanted to add a dimension to Hanlon Brown’s business continuity plan by centralizing and automating the way account data was saved from project manager workstations to the server.

Moving Forward with Intel Backup Solution

To secure business-critical account data on its Microsoft Windows*-based workstations, Hanlon Brown selected the Intel® Entry Storage System SS4000-E. Designed for affordable and simplified network attached storage (NAS), the Intel SS4000-E provides a flexible and secure solution for file sharing or client backup and recovery for small-to-midsized businesses and distributed workgroups.

Intel-based NAS keeps things simple and reliable, even in the face of rapid growth. The SS4000-E uses wizard

utilities and Web-based interfaces to connect to a Gigabit Ethernet network, and guide configuration, installation, and everyday management. In under an hour, Barry loaded Intel® Client Backup and Recovery software onto eight project manager workstations, which house the most critical account files, and then plugged the SS4000-E into the network. A snapshot image is automatically created from each workstation and stored onto the NAS device for easy system backup and recovery, remote boot capabilities, and quick restores.

“The Intel SS4000-E literally gives us plug-and-protect reliability that operates like any other service, helping us to eliminate loss of work and downtime, and get back to making our clientele happy,” says Barry.

Intel illustrates benefits of Network Attached Storage (NAS)

So how is life different at Hanlon Brown Design since the Intel SS400-E implementation? One project manager, Diane Kenedy, recalls when she used to rummage through file directories to save final versions of work on a server and would keep intermediate versions on her own desktop to avoid cluttering the server with large files.

“Now, I don’t have to worry if there’s enough space to save files to the server. And I have a one-click solution in Windows that gives me a lot more freedom and productivity,” she says.

The SS4000-E system’s data recovery and quick restore capabilities are already saving the company time and money, too. Barry is able to centrally administrate the NAS system, and rather than having to purchase and rebuild new systems, he can simply insert the restore CD to find and grab the snapshot from the SS4000-E.

“We believe in having the technological capacity to provide uninterrupted service and support for our clients. The Intel SS4000-E helps us to do just that, giving us the same seamlessness and peace of mind we strive to give our clients,” say Hanlon.

For more information about the Intel Entry Storage System SS4000-E, contact your Intel representative or visit the Intel Web site at intel.com/design/servers/storage/ss4000-E/index.htm

