



Digital Gold: How CUBE Protects Clients' Precious Digital Assets

Long known for its secure records management and storage facilities, CUBE was tasked with the challenge of meeting clients' evolving needs for protecting their digital assets. When you're known as the "Fort Knox of the North," digital files need to be treated like gold—just like all the paper documents and priceless works of art CUBE is entrusted with. That's why the company turned to Atempo to deliver its online backup and archive services.

About CUBE

CUBE Global Storage is one of the world's most secure off-site records management and storage facilities. Operating from the company's high security facility in Victoria, B.C., Canada, CUBE offers physical and electronic records storage and backup services, business continuity and disaster recovery services. CUBE's clients include major financial institutions, governments, corporations, small and medium businesses, and individuals.

Key Solution Requirements

- **Efficient**—Synthetic full backup and high compression rates to minimize bandwidth usage and shorten backup windows.
- **Secure**—Industry standard encryption and data separation to ensure private data remains private.
- **Fast, easy restoration**—So novice users can restore files with little assistance from CUBE support.
- **Broad infrastructure support**—Must integrate with leading operating systems, databases, and applications.
- **Efficient administration**—Flexible transaction reporting to streamline monitoring, accounting, and invoicing.

The Challenge: Online Data Services

If you were looking to safely store important records or valuables, you'd be hard pressed to find more secure facilities than CUBE Global Storage. Housed in a building built to withstand a 9.5 earthquake, the CUBE facility has been dubbed the "Fort Knox of the North" because of its rigorous security and disaster safeguards. Complete with sophisticated temperature and humidity controls, power generation capabilities, and fire suppression mechanisms, the CUBE site is fully equipped to withstand natural and man-made disasters.

CUBE couples these disaster safeguards with extensive security and privacy procedures. The company doesn't publicly disclose its location and uses police checks, hand scans, and video monitoring to ensure the security of the facility and its records.

Historically, CUBE had only stored and protected physical assets—paper documentation, film, tape, CDs—but the company wanted to protect digital data, without requiring media to be shipped to their facilities. Thus, CUBE sought a vendor with expertise and products that would enable them to deliver online backup services efficiently and profitably. Their choice? Atempo and its backup, recovery and archiving solutions.

Story at a Glance

Challenges

- Delivering new online backup services that provide clients with the highest level of data protection.

Solution

- Working with Atempo—one vendor that can provide the solutions and expertise that enable CUBE to deliver sophisticated server backup, desktop backup, and archiving services.

Results

- Efficiently and profitably added new services and revenue streams.
- Fast, easy-to-use restore capabilities ensure customer satisfaction.

"While storage and protection of physical assets was our heritage, our leadership knew that online data services would be our future, and began taking steps early on to capitalize on that opportunity."

-Maurice Auger, Manager of Product Development, CUBE Global Storage

The Solution: Atempo's Suite of Data Protection Solutions

CUBE selected Atempo for its first online data service offering in 2002, and by integrating additional Atempo products, CUBE was able to expand its online services.

Protecting Server Data for Businesses

After an extensive evaluation of data protection products, CUBE chose Atempo Time Navigator to offer its business customers backup services for their servers. Several critical features made Atempo Time Navigator stand out against the alternatives:

Broad infrastructure support. Atempo Time Navigator supports a broad range of operating systems, databases, and applications, and offers an open API, allowing CUBE to use its existing investments and choose the infrastructure most suitable for a given project, rather than be constrained by a backup product.

Security. Electronic security is critical for CUBE. All of CUBE's networks are protected by firewalls, all storage networks are private, and all data is encrypted when transmitted across networks. Atempo Time Navigator's support for leading encryption algorithms, and the way it keeps all data—even metadata—private so that clients cannot "see" each other's file structures or data repositories were perfect for CUBE.

Efficient bandwidth utilization. Atempo Time Navigator offers synthetic full backup, which means that, after the first full backup, only partial backups for new or revised files are needed. High compression rates further minimize bandwidth usage and shorten backup windows.

Bilingual language support. Atempo's bilingual support was important, given CUBE's need to support both French- and English-speaking customers.

"Another one of the key factors in our decision to go with Atempo was that we received a really strong reference from an Atempo customer. Having a customer that could attest to the products' capabilities gave us the confidence that the product was proven," said Bob Gignac, Manager of Business Development.

Entering the Consumer Backup Market

Soon after Atempo began offering Atempo Live Backup, CUBE realized the product would enable them to open an entirely new business channel: delivering online backup services, not only to businesses, but to consumers.

Ease of use, both for end users and CUBE's staff, was critical to entering this new market. Atempo Live Backup's quick and easy file restoration can be initiated by the end user with little or no technical assistance from CUBE's support team. Plus, the software is easy for CUBE's staff to configure and install, which is important given the large number of desktops and laptops the service must support.

"The only way that we could offer this kind of service profitably was if the product was easy enough for non-technical consumers to use, without any assistance. After our initial testing, it was clear Atempo Live Backup met this critical requirement—and as a result we were able to create an entirely new business, quickly and profitably," said Dave Paquette, Manager of Technical Services.

Today, consumers can go to the CUBE website, sign up, and begin using the online backup service in minutes. Even novice PC and Mac users can get the service set up, and restore files and systems with little or no support from CUBE's staff. Plus, unlike other backup solutions, Atempo Live Backup offers continuous data protection so that customers can get up-to-the-minute file restores, whether the file was accidentally deleted or the system crashed.

Preserving through Digital Archive

Today, CUBE relies on Atempo to provide its Digital Archive Service. This service addresses a growing requirement for many organizations: the long-term storage of inactive data, whether to meet historical, cultural, statutory, or legal requirements. Through Atempo solutions, CUBE offers a centralized, structured, reliable, and long-term archival service that ensures the protection of archived files, while also minimizing storage and administrative costs. CUBE's Digital Archive Service is currently based on Atempo Time Navigator. However, CUBE is now making plans to upgrade its service to use the extended archive functionality available with Atempo Digital Archive™.

Profiting from Partnership

An Atempo customer since 2002, CUBE has relied upon Atempo not only for its products, but also as a business partner. Because Atempo offers a full data protection suite, CUBE is able to have a single vendor, and a single contract that covers 100% of its backup and archive software requirements. Atempo's 24x7 support gives CUBE's staff the peace of mind that they can turn to Atempo for responsive, around-the-clock support, whenever an issue arises.

Atempo offers utility-based accounting and a straightforward pricing scheme, making it easy for CUBE to manage finances for the backup services. Finally, given the structure of their business relationship, success is shared; if CUBE succeeds, Atempo will also profit, making the affiliation a partnership in the true sense of the word.

"Since 2002, Atempo has gone from being a vendor selling us software to a true service provider, one that was partnering with us to help us accomplish our business objectives."

*-Michael Weston, President and CEO,
CUBE Global Storage*

The Results

Through its partnership with Atempo, CUBE has enjoyed significant growth in its online backup business. Today, CUBE stores massive amounts of electronic data, and the business generated by online backup and storage now represents an increasing portion of CUBE's overall business. The benefits of this partnership include:

Expanded Services

With Atempo Time Navigator, CUBE was able to make the transition to offering the online backup services that customers needed. Instead of shipping backup media off-site, businesses can perform automated, online backups directly to CUBE's facilities, saving time, and improving the availability of vital corporate data.

Expanded Markets

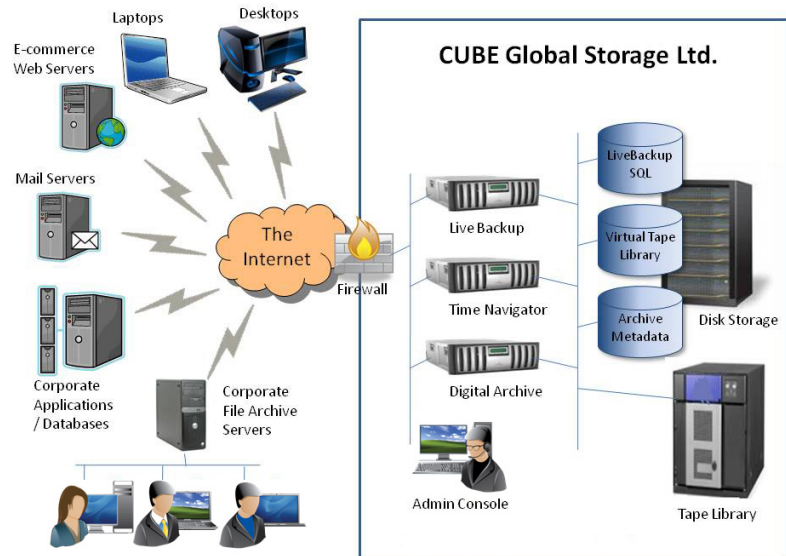
While CUBE had been solely focused on business-to-business services, Atempo Live Backup made it easy and cost effective to offer online backup services to the consumer market, opening an entirely new revenue stream for the organization.

Satisfied Customers

CUBE's staff has heard a litany of success stories from customers, who've benefited tremendously from being able to rely on Atempo's advanced backup products:

In Calgary, an architect's office had its central server crash. The outage could have been disastrous: all the firms' architectural drawings—both pending and completed projects—could have been lost. Instead, with Atempo, they were able to have a new server configured, all files restored, and all 12 architects working again within hours.

A local municipality lost all its data due to a server crash. The affected data included vital historical tax records, the loss of which would have been disastrous. With CUBE and Atempo, the staff was able to restore everything, within a matter of hours.



A consumer customer was sharing her desktop with her daughter, a university student. The day before a term paper was due, their system crashed. The customer was able to log on to the CUBE site and restore the latest version of the term paper file. Her daughter was able to turn in her paper on time—without working all night to recreate the paper.

A multinational firm's Nashville, Tennessee office was damaged by a tornado. The firm shipped a server to CUBE's offices, where staff restored all the firm's data and shipped back a fully restored system. The firm was able to resume business as soon as temporary offices were set up.

In short, Atempo has supported CUBE's efforts to innovate, enhance services, and expand its business. Buoyed by Atempo's partnership and products, CUBE has been able to achieve many of its most strategic objectives and position itself to capitalize on the long-term potential of digital backup and recovery services. As a result, CUBE has been able to expand into new markets and regions that wouldn't have been possible with its traditional records management business.

"We expect our online records storage business will soon overtake the revenues from our physical storage business. Quite simply, it is our future."

*-Michael Weston, President and CEO,
CUBE Global Storage*

Atempo

About Atempo

Atempo enables organizations to protect, manage, archive, and recover digital information simply and effectively, across any infrastructure, on any platform, over any period of time. Atempo's portfolio of integrated software solutions simplifies the management of data throughout its entire lifecycle. Atempo serves thousands of customers around the world through a sales and support network of over 200 resellers and partners.

Learn more at www.atempo.com