



#### About hi5 Networks

Launched in 2003, hi5 Networks has established one of the world's leading social networking sites. Ranked as a top 20 Web site globally, hi5 is the number one social network in over 30 countries across Latin America, Europe, Asia, and Africa. Today, the site receives more than 56 million visitors each month.

#### Infrastructure Snapshot

##### End User Laptops and Desktops

- 65 Mac OS X® version 10.5 clients
- 53 Microsoft® Windows® XP and Windows Vista® clients

##### Desktop Applications Supported

- Microsoft Office productivity suite
- Perforce® Software Configuration Management
- IntelliJ IDEA® Java IDE

##### Server Platforms

- Five Microsoft Windows Server® 2003

##### Storage Infrastructure

- Dell® 6950 direct attached storage
- 6 TB storage capacity

## Saving the Day: How hi5's IT Manager Protects Data—and His Time

As an IT manager with hi5 Networks, Todd Poletiek comes into the office each day with too much to do and too little time to do it. With over 100 end user systems, server backups, email, and a host of other IT functions to support, Poletiek must carefully schedule his time. So after a sales rep lost his laptop—and he lost an entire day configuring a new machine and restoring data—Poletiek knew he needed a better way to manage backup and recovery.

### The Challenge: The High Cost of Recovery

Since each day brings a long list of critical tasks to juggle, it only took one wasted day to push Poletiek to make a change. So how did he spend his wasted day?

First, Poletiek had to figure out which model the rep had lost—not a simple task because hi5 supports several laptop models, each with a different configuration. And because the rep couldn't remember which model he had, Poletiek then had to reinstall the OS from CDs, build an image, and then locate and migrate all of the rep's files. It ultimately took him more than six hours to get the new system up and running.

Beyond this unwieldy recovery process, their existing backup system created other headaches. The software wasn't stable, so Poletiek and his staff were constantly checking to be sure the system was online. And the product's limited monitoring features didn't give them any confidence that everything had been backed up. Finally, simple file restores were a distraction for Poletiek and his team, who were frequently interrupted by user requests to retrieve lost or deleted files.

### The Story at a Glance

#### Challenges

- Minimizing the IT burden of system and file recoveries
- Protecting user data continuously
- Supporting backup of Macs and PCs in one console

#### Solution

- Atempo Live Backup continuously backs up user systems and enables efficient system and file recovery.

#### Results

- Users can easily recover lost files—without IT involvement
- IT dramatically reduces time spent on file and system recovery
- Enterprise PCs and Macs can be protected at the same level and managed centrally by IT

*"If the CEO's system crashes, and we can't restore his data, it could cost me my job. With Atempo Live Backup, I don't worry about that. I have complete peace of mind knowing that every user's system is continuously backed up, and that we can easily retrieve files if we need them."*

*-Todd Poletiek, IT Manager, hi5 Networks*

## The Solution: Atempo Live Backup

After evaluating alternatives, Poletiek chose Atempo Live Backup. “We looked at a few products and Atempo’s people and products stood out,” said Poletiek. “It was clear that their products were robust and offered seamless recovery. Plus, from our first interactions to now, Atempo’s sales and support staff have consistently delivered prompt, expert service.”

When a system is lost, stolen, or damaged beyond repair, Atempo Live Backup streamlines the task of bringing a new system online. Every aspect of system recovery—installing the OS and software, configuring drivers, and restoring files—is part of a single, easy process.

Plus, Atempo Live Backup offers end users an intuitive, fast, and easy way to restore lost data within minutes—without any involvement from IT. “Users know better than anyone else which file needs to be retrieved,” Poletiek explained. “Now I can point them to Atempo, and say, ‘See that icon with an ‘L’? Click that! That’s all I need to tell them, and they take it from there. And the next time, they don’t even ask.”

Support for both Windows and Mac was also important for hi5, where over an 18-month period, Macs went from representing only 7% of systems to over 80% of new systems. With Atempo Live Backup, hi5 can offer the same level of data protection for both Mac and Windows users, while administrators manage everything from a single console.

Atempo Live Backup continuously saves files as they are updated—a distinct advantage over alternative products, which take snapshots every few hours. “Usually, when users make a mistake, they know right away,” Poletiek revealed. “Whether they

accidentally delete a file, or have a system crash, they don’t want the file they saved two hours ago, they want the latest possible version. With Atempo Live Backup, they get just that.”

Deploying Atempo Live Backup was easy for Poletiek’s team. They sent an email out to all employees instructing them to click on a link and follow a few simple steps. With the Atempo Live Backup Reporting Center, Poletiek and his team could see who hadn’t installed the product yet, making it easy to follow up with just those users.

“Rolling out software updates is very easy with Atempo Live Backup,” Poletiek explained. “When there was a recent software upgrade, users were automatically notified and just needed to click on a link. Everyone’s laptops and desktops were updated within a matter of a few days, with almost no effort on our part.”

## The Results: Peace of Mind

The benefits of Atempo Live Backup became evident shortly after the product was deployed. “All it takes is one laptop to crash and the product pays for itself,” Poletiek revealed. “Before, if a system crashed, I could count on at least 4-8 hours to restore. Now the process is fast and seamless. Users get back to work much more quickly, and we spend a lot less time on restores.”

Other benefits were unexpected. For legal reasons, hi5 was asked to furnish a former employee’s files over six months after he left the company. Recovering these files could have meant hours of digging—and potential legal exposure if the files weren’t located. With Atempo Live Backup, the legal team got the files they needed in less than an hour.

“I’ve been surprised at how little I’ve heard from users since we deployed Atempo Live Backup,” Poletiek stated. “In passing, some users will say, ‘I used the Atempo restore and it worked great! I don’t get asked for help much anymore or hear about any issues. It also makes general counsel very happy, knowing we now have an easy, reliable way to retain and retrieve employee files, even long after they’ve left the company.”

Ultimately, the biggest benefit of Atempo Live Backup can be boiled down to three words: “peace of mind.” “As an IT manager, one of the questions that keeps me up at night is, ‘is everything backed up?’” Poletiek explained. “If the CEO’s system crashes, and we can’t restore his data, it could cost me my job. With Atempo Live Backup, I don’t worry about that. I have complete peace of mind knowing that every user’s system is continuously backed up, and that we can easily retrieve files if we need them.”



### 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](http://www.atempo.com)