

## OUR CUSTOMERS' SUCCESS IS OUR SUCCESS

Businesses of all sizes and across all industries are discovering the growing importance of connecting IT strategies and solutions with overall business goals and opportunities. It's critical that the technology environment be dynamic, scalable, highly available, and secure. Businesses must also ensure the integrity of their data, manage compliance mandates, and continually do more with less.

Our decades of experience, along with our broad portfolio of technology solutions and services, give you the confidence you need to thrive amid today's business demands. With technology constantly evolving, our consultants and certified technical experts stay on top of the latest advances to make sure you can remain competitive. We work with the most respected minds in the technology industry to offer a complete portfolio of solutions. We can help you navigate the ever-increasing demands of your business and the technology that powers it – whether your current challenge is:

- > Ensuring a secure and strategic business continuity plan
- > Managing and protecting your mobile consumers and workforce
- > Harnessing your data for sharper, more relevant insights
- > Managing governance and regulatory compliance mandates
- > Mitigating risk, company-wide
- > Virtualizing and reducing cost

No matter what your current technology challenge, we can help.

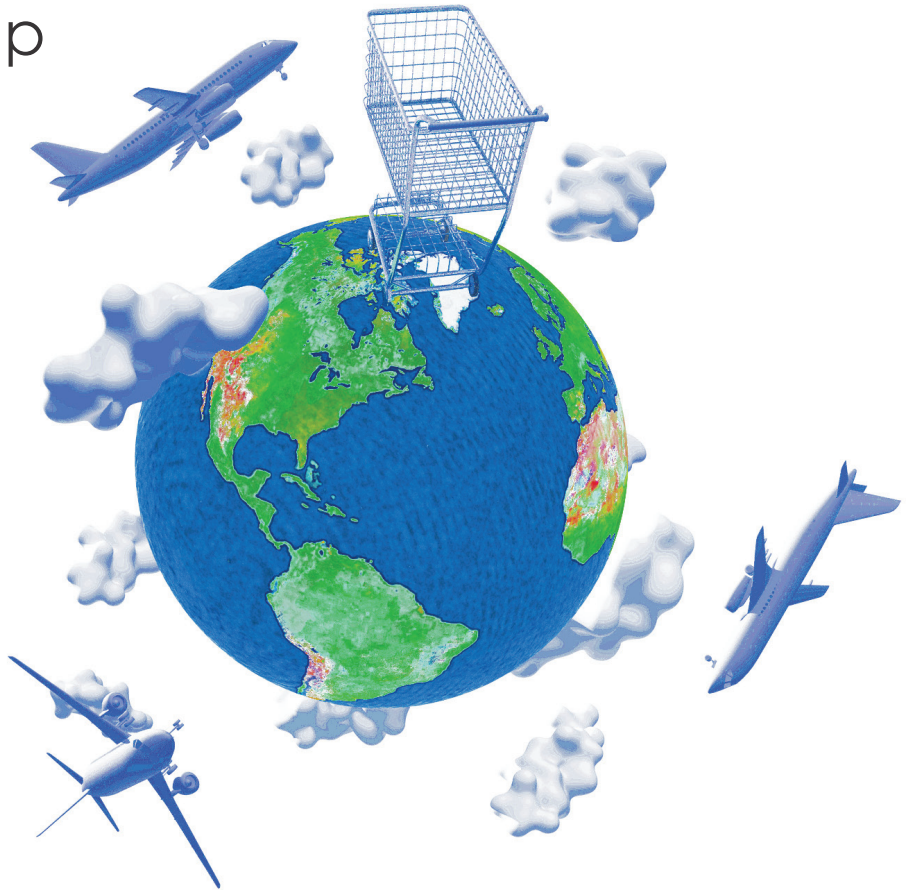
We're here to help you. Just like we helped Hudson Group. Find out more today.

Visit [essextec.com](http://essextec.com) or call our main office at 1-888-519-1518 to learn more or to schedule a consultation.



# Business Continuity and Disaster Recovery:

An on-time solution  
for Hudson Group



Client Success Story

Retail Industry

Business Risk Services  
Dynamic Infrastructure

essextec  
GETTING IT DONE TOGETHER

# No more recovery delays for this travel retailer

## OVERVIEW

### *Busy airport shops: No place for delays*



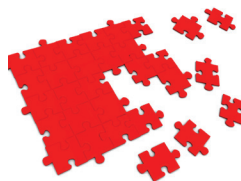
With its familiar newsstands and specialty shops, Hudson Group has a widespread, international presence in airports and other transportation facilities. Every day around the world millions of travelers buy books, magazines, T-shirts and snacks at Hudson Group's travel retail stores.

That kind of presence calls for a highly reliable infrastructure that stays up and running—particularly when its shops are open for business and transaction-related applications are engaged. A system failure that affects transactions or data can cost the company lost sales and a tarnished reputation.

“One of the critical systems is messaging—email services,” comments Harsha Mahadev, Director of Technology at Hudson Group. “We also need to keep our store sales information consistently coming back to corporate. Our retail polling platforms receive data from more than 700 stores. Merchandising and payroll systems are critical as well.”

## CHALLENGE

### *Lost revenue adds up fast between flights*



Business continuity is a critical consideration for retailers like Hudson Group. They couldn't afford to be offline for even a few hours—let alone days. The company had taken a look at their current business continuity system and determined that a new solution was needed. They turned to Essectec for help.

Hudson Group had an established partnership with Essectec and its business partner, IBM. Since 2008, Essectec had worked with Hudson Group on several infrastructure projects—from server virtualization on IBM Power AIX and Intel / VMware, to enterprise storage consolidation (including IBM DS3500 and DS7000).

“Hudson Group has always embraced technology to drive business efficiency,” says Todd Murray, business risk specialist at Essectec, “and they looked to us for a winning solution design, using best-in-breed architecture, to build a functional disaster recovery solution.

Disaster recovery, however, presented a new challenge.

### *Working with a trusted and insightful partner*

Essectec's well-established working relationship with Hudson Group enabled them to understand precisely what the client needed—and to solve the problem quickly.

“We had a tape-based solution for recovery,” Harsha explains. “We did a business impact analysis and decided tapes were not the way to go to have our systems up and running quickly. It would take days with tape recovery to get us back up online and working.”

Hudson Group shared their challenges—and learned that Essectec offered business continuity services that could help.

Todd noted, “Hudson Group needed systems to be recoverable in less than 24 hours and they needed a highly available recovery center to house their redundant hardware and systems.”

## SOLUTION

### *Business Continuity and Disaster Recovery Services: An on-time solution*



Essextec's Business Risk Practice, in partnership with IBM Business Continuity and Resiliency Services (BCRS), enable quicker recovery from disasters and optimize business continuity through redundancy.

Essextec designed a redundant set of infrastructure to support the customer's recoverability. They worked with IBM to deliver a managed continuity solution to collocate this fully duplicated, redundant infrastructure to a remote location at the IBM Piscataway, NJ data center.

To enhance a high level of recovery and availability, more servers were added to the colocation center over time. Hudson Group now has local redundancy in East Rutherford, NJ and second site redundancy at the IBM data center.

BCRS from IBM and Essextec provides near-continuous business operations, improves systems availability, and data protection. It integrates information technology and operational risk management strategies seamlessly. Essextec and IBM worked closely with Hudson Group through every stage of the project, from planning and design through implementation and management. In short, BCRS helps keep companies up and running to protect their business operations, their revenue streams—and their brand image.

As the BCRS project was underway, a natural disaster occurred and tested the solution. Some important lessons came from a fierce storm.

"Hurricane Sandy knocked them out when we were already in the process of building out the disaster recovery infrastructure," Todd explained. "They realized they weren't backing up every application necessary to stay up and running. Some applications went down

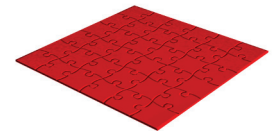
because they weren't replicated. It reinforced the need to enhance the colocation plans by including additional servers to support all business critical platforms, which we implemented in early 2013."

Essextec also implemented Vision Solutions replication software as part of Hudson Group's DR solution. Hudson Group uses Vision Solutions to ensure data movement and integrity from site to site.

Hurricane Sandy also highlighted Hudson Group's desire to establish a tertiary backup solution via cloud recovery. Hudson Group is working with Essextec to get this additional failsafe set up to prevent outages caused by regional disasters.

## RESULTS

### *Up and running Safe and sound*



Today, Hudson Group has a complete recovery solution and strategy to protect them from primary data center loss. They have had no extended outages. "System management is more efficient, costs are lower, and productivity is up," states Harsha.

The company's merchandising system—which holds billions of records—is a good example. It's how Hudson Group manages pricing, distribution, vendors, purchase orders, and sales audits. They test their systems quarterly and they've passed every test.

For a merchant that has to capture sales from busy travelers between flights, that is good news.

"Our merchandising system contains a significant volume of data," Harsha says. "It would have taken days to recover all that information leveraging a tape based backup and recovery platform. With the Essextec/IBM colocation solution, it now takes us less than two hours to recover it."

Since the Essextec implementation, the company has recovered several times by bringing up the replicated system to recover corrupted files and replace them in the production.

***"With the Essextec/IBM colocation solution, it now takes us less than two hours to recover."***

*- Harsha Mahadev, Director of Technology - Hudson Group*