



Xiotech Is the One at One Safe Place

If you think that managing storage for multiple departments in a large company is challenging, try walking a mile in Scott Scheffe's or Rick Baird's shoes. Scheffe is CIO at One Safe Place Media Corp. (OSP) in Dallas; Baird is business development manager. The company has provided offsite data storage services for more than 20 years and currently provides electronic vaulting services for clients around the world. Those clients include government agencies, municipalities, and businesses ranging in size up to "who's who in the Fortune 500."

"We tailor our services to fit the client and its industry," says Rick Baird, "but big or small, government or private industry, everyone wants

essentially the same thing: data protection they can count on. Keeping Your Business In Business™ is what One Safe Place is all about, and our clients rely on us in some very critical situations. We have to be able to react quickly, without risk of failure, and we need systems that support that commitment."

Xiotech Corporation provides One Safe Place with the storage area network (SAN) technology and top-notch service the company needs to effectively safeguard its clients' data.

An Easy Choice

"We looked at a number of SAN vendors," says Scheffe, "but in the end, Xiotech was an easy choice. The Magnitude 3D® 3000e system gives us the ability to move, manage, and store data for multiple clients no matter what they ask of us. It also gives us the scalability we need to keep up with new customers and the growing demands of those we already serve. When a client has problems, the

Magnitude 3D system lets us keep our promise to get them back up quickly. And even if we run into problems with components of the SAN itself, we can adjust them without impacting either

our operations or our clients."

When Baird and Scheffe attended one of Xiotech's Datapalooza™ seminars in Dallas, they knew they had found the right vendor. "We knew almost immediately that we had found what we were looking for," says Scheffe. "The system is straightforward and easy to use. Everything about it is logical. And from a financial standpoint, Xiotech's licensing model lets us grow the system as our business grows."

System installation was quick and easy and took just a few hours. Getting started took virtually no training. But the real clincher in



Industry

- Offsite Data Storage

Requirements

- No downtime
- Ease of use
- Scalability

Xiotech Solution

- Magnitude 3D® 3000e

Benefits

- Maximum uptime through built-in resilience and on-the-fly configuration
- Easy information storage and management
- Seamless scalability to meet growing needs

Operating Systems

- Microsoft® Windows® Server 2003
- Microsoft Windows 2000 Server

Applications

- Microsoft Exchange Server 2003
- Microsoft SQL Server 2000
- Microsoft CRM
- OSP Backup

SAN Infrastructure

- Brocade®

confirming they had made the right decision was support. "Xiotech's support staff really stood out, and the 'call home' feature adds a layer to OSP's proven system-monitoring standard," says Scheffe.

Baird compares the connection Xiotech maintains with customers to OSP's own. "We were looking for a relationship, not a sale," he says. He also finds it interesting that there is overlap between Xiotech's customer base and OSP's. "We've seen a lot of interest among our customers and prospects in the fact that we use Xiotech's storage solutions. They are increasingly familiar with the company, especially since the Magnitude 3D 3000e system won a product of the year award from *Storage* magazine."

Significant, Immediate Results

Results of the Magnitude 3D purchase have been significant and immediate. "Freeing up Scott Scheffe's time has been very valuable," says Baird.

Scheffe agrees. "We've gained back a lot of the time we used to spend managing disk space," he says. "Keeping up with the changing needs of so many customers used to take a lot of time in a direct-attached storage environment. I think any SAN would have eliminated some of the waste, but not as much as the Xiotech® solution has." Scheffe now has more time to devote to the strategic growth of the company.

Scheffe details the operational changes made possible by the new system. "Before Magnitude 3D 3000e, allocating storage space was a slow, cumbersome process; now we can do it on the fly. Before, an upgrade meant downtime on the system, and since we're a 24x7 operation, that meant notifying customers and scheduling a time to

do it. Now we can upgrade live with no impact and no need to disturb our customers. Projects that used to take 24 hours now take 15 minutes. And with Xiotech's ICON web-based management platform, manage-

ment of the entire system will remain simple—no matter how big the operation gets."

"Projects that used to take 24 hours now take 15 minutes."

Keeping Businesses In Business

"Customers we were serving when the SAN was installed have seen no real change," says Baird, "and that's good. We want our service to be entirely transparent. We've gotten the most reaction from prospects. Those who know Xiotech take it as a real plus in considering our services. It's a big confidence builder."

He continues: "We've been pioneers in offsite data storage for a couple of decades and in electronic backup for more than 10 years. We're making an investment to keep our clients' data safe and available when they need it, and we're using the capabilities the Magnitude 3D system provides to continue to keep our services among the leading edge in offsite electronic data storage. It

all goes back to reliability. We know what's important to our customers."

"Our contracts include pretty stringent SLAs (service level agreements), and downtime counts against our service level," he adds. "Now, because we don't have to take the SAN down, we can promise—and deliver—higher service levels. It's a significant advantage of our service."

Plans for the SAN at OSP consist of continued migration of data, as well as additional growth as the company adds customers and expands service to existing ones.

The Magnitude 3D system's scalability ensures that the capacity will be there as customer demands increase. And its reliability and flexibility help ensure that, as OSP grows, the company can continue to meet its commitment to *Keeping Your Business In Business*.

About One Safe Place

Based in the Dallas-Fort Worth, Texas area, One Safe Place Media Corp. is the leader in offsite data storage, supplying companies with electronic vaulting, traditional vaulting, film and video storage, and disaster recovery and planning services.

One Safe Place has set new standards for excellence in the industry. The hallmark of the company's performance success is more than 20 years of signature service using a proprietary ZeroGap™ approach to safeguard the entire lifecycle of its clients' data:

- Proven processes to effectively store it
- Superior security measures to reliably protect it
- Customized software capabilities to efficiently manage it
- Rapid response procedures to quickly recover it

Learn more at www.onesafeplace.com



Xiotech®

6455 Flying Cloud Drive : Eden Prairie, MN 55344-3305 : 1.866.472.6764 : www.xiotech.com

Xiotech, Magnitude 3D, and Magnitude are registered trademarks of Xiotech Corporation. Dimensional Storage Cluster, TimeScale, DataScale, and GeoRAID are trademarks of Xiotech Corporation. Product names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

©2006, 2007 Xiotech Corporation. All rights reserved. 070425-0207