

Case Study



dantz

Intelligent Backup and Restore Software

EMC Dantz Retrospect® Ensures Timely Delivery of Large Retail Catalog

German retailer safeguards thousands of pages of advertising text and images

Twice a year, customers across Germany, the Netherlands, Belgium, Austria, and ten other countries await the arrival of the new catalog from Neckermann, a German retailer of clothing, electronics and other items for the whole family. The extensive catalog, with up to 1,500 pages, is distributed by the Neckermann Dispatch Department each spring and autumn.

Within the Dispatch Department, the Advertising Department supervises the catalog's text and graphics, which can contain up to 55 Megabytes of data used in the production of thousands of pages of printed material. The production date for the catalogs would be jeopardized if valuable information were lost because of user error, viruses, computer crashes, or other unexpected events. For more than 10 years, the Advertising Department has utilized Dantz Retrospect backup software to protect their data and keep their production schedules on track.

Proven Record of Data Protection

Since 1992, Neckermann has used a desktop publish system to create its catalogs as well as other advertising material that totals more than 9,000 pages annually.

"A backup software is a prerequisite for a properly working production system," according to Volker Moch, Data Processing Coordinator for Advertising within the IT-Strategy Department at Neckermann. "At that time, the Neckermann Dispatch Department had 25 Macintosh computers and there was only one reliable provider for backup with Mac, which was Dantz."

In less than three months Dantz Retrospect became an integral part of the computer system at the Neckermann Dispatch Department. Eventually the



Company:
Neckermann

Industry:
Retailing

Location:
Frankfurt, Germany

Employees:
10,000

Dantz Product:
Retrospect 6.5 for Windows, Multi Server edition

Environment:
Windows and Macintosh Desktops

Amount of Data Protected:
55 MB

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**- Volker Moch
IT-Strategy Department
Neckermann**

Advertising Department expanded to 150 Macintosh computers, 30 PCs, and a handful of notebooks, all of which are backed up by Retrospect.

Easy Administration and Complete Protection

"Another advantage of Dantz Retrospect is the ability to perform backups of hard disks on the same server for both Macintosh and Windows," said Moch. Two servers perform daily backup at Neckermann. One is responsible for storing data on Monday, Wednesday, and Friday, and the second for backups on Tuesday, Thursday and Saturday.

"Our production files are saved to the respective hard disks with the help of Retrospect, and we can go back to six days of backup. We can do without a third server and can, in case of lost data, go back to the stored data from the day before yesterday," said Peter Böhler, Administrator Advertising at the Neckermann Dispatch Department.

Even though there have been no extensive data losses at the Neckermann Dispatch Department, Retrospect has proven itself over the past eleven years. "Sometimes a graphic artist deletes files by mistake," Moch explained. "In addition we see Dantz Retrospect as another safety component, which helps us to produce on schedule even if a large data loss has been incurred. In order to implement further safety measures, the data is not only stored on the server, but also on tapes, which we always copy to store in another building on the Neckermann premises. Soon the safety net will be spun even tighter – a further copy of the data will be kept outside the company."

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