



EMC Retrospect for Mac – Managing media like never before

For Saatchi & Saatchi New Zealand's IT Manager Peter Mangin, the ability to manage the company's massive data requirements relies upon effective and efficient data storage and backup. EMC Retrospect, supplied by Datastor, is a key component in their weaponry.

The evolution of the advertising industry has seen infrastructure demands on the business increase to eye-popping numbers. With greater use of sight, sound and motion, terabytes of data are created on a monthly basis, and Mangin's team regularly restore archived files – trolling back through the archives for historic files from earlier campaigns.

Over the last decade, Imagetext has partnered with Saatchi & Saatchi to maintain a predominantly Mac-based, evolutionary IT infrastructure. EMC Retrospect's ability to backup and archive

data from disc to tape across multiple sites, and then restore data quickly and efficiently has enabled increased productivity throughout the business.

"We've got disaster recovery covered," says Mangin, "but the management and retrieval of archival information is critical for us. We currently generate anywhere up to 800 gigabytes on a week-to-week basis. Internal process ensures people know where to save their work, so locating specific archived jobs is simple – we have to do it all the time," he says.

Mangin likes EMC Retrospect's intuitive nature. "It manages our tape rotations, catalogues millions of files and provides the reporting tools to ensure we are capturing all our data. We also use it to back up key staff computers regularly – we have an incredibly mobile workforce - and the process is

transparent to them," he said.

EMC Retrospect's reliability is evident. "The benchmark is: 'when has it ever let us down?' and it hasn't," said Mangin. "We periodically evaluate other products, but to date nothing else can deliver what we need at an affordable price."

Mangin confirms he is looking forward to the upcoming features in the latest release, Retrospect X for Mac, including the ability to run multiple drive executions simultaneously, true synthetic full backups, AES encryption and check-point restarts - allowing the system to pick up where the backup stopped, instead of having to repeat the entire process. (features already present in the Windows version of Retrospect)

Saatchi & Saatchi and EMC Retrospect – a superlative partnership.

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**When has it ever
let us down?
- it hasn't**

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Peter Mangin
IT Manager Saatchi & Saatchi

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