

# Sivantos Group Standardizes Global Management on Rubrik's Cloud-Native Platform



## INDUSTRY

Manufacturing

## RESULTS

- 60% TCO savings
- 10x faster backup performance
- 3x faster recovery
- Accelerated application test/development (7 days vs 1 day)

## THE CHALLENGE

- Complex and fragmented management with multi-point solutions
- Lengthy RTOs and difficult file-level restores
- Expensive total cost of ownership

## THE SOLUTION

- Instantaneous data access and recovery
- Unified interface across global sites with one-click management
- Public cloud to replace tape for cost-effective archival and recovery

Sivantos Group is one of the world's leading providers of hearing aids based in Singapore, serving hearing care professionals in over 120 countries. Sivantos sells more than three million hearing aids a year along with complementary accessories, fitting software, smartphone apps and diagnostics workflow solutions. A leader in innovation, the company created the first hearing aid featuring a wireless system. Today, Sivantos employs more than 5,000 people in more than 26 countries.

To support the company's rapid growth, Geoffrey Lem, Global Head of Datacentre Services, ensures that its IT infrastructure is well aligned with the business objectives. "Last year, we realigned our organization globally to streamline management and services among key focus areas. As part of that organizational change, one of my key tasks was to standardize our data management platform. Rubrik is designed for global management at infinite scale. This provides me with a single pane of management, allowing continuous application mobility across all locations," said Lem.

## COMPLEXITY OF MANAGEMENT AND LIMITED SCALE WITH LEGACY SOLUTIONS

As Lem was tasked with creating a global team, he looked to consolidating the company's six data centers. Currently, his team is based in three locations – Singapore, Germany, and North America. In order to scale quickly, Lem needed a data management solution that provided him self-service and speed. "In the past, we were using several multi-point solutions. The greatest challenge was the lack of integration between the various components, creating an unmanageable environment," said Lem. "Additionally, recovery time for a single file or server was extremely long. Our previous solution did not have the ability to search for particular files easily, resulting in a cumbersome process of browsing through directory after directory to find what we were looking for."

Additionally, Lem struggled with increasing costs with his legacy environment. "Our previous solution was unable to keep up with our rapid growth, resulting in an extremely large cost of ownership. We needed a solution that was cheaper to operate, simple, fast, and scalable. This solution was Rubrik."

## STANDARDIZING ON A PLATFORM BUILT FOR GLOBAL MANAGEMENT

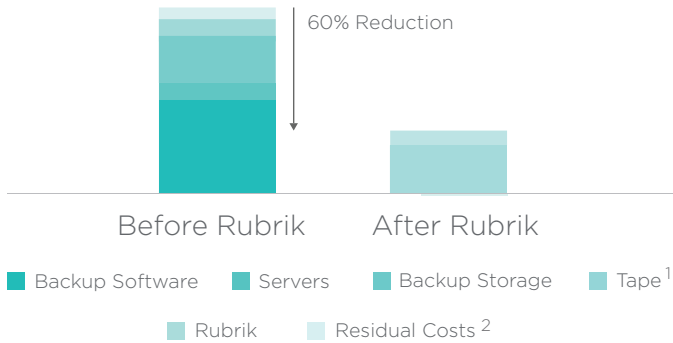
"When we migrated to Nutanix, we wanted a solution that would integrate seamlessly with our primary infrastructure and simplify our operations. Rubrik not only solved our problems, but also provided one-click management and easy

scalability, on-premises and in the cloud,” said Lem. Sivantos deployed Rubrik Cloud Data Management platform to deliver backup, disaster recovery, replication, test/dev, and policy-based automation. Benefits include:

- **Lightning fast deployment:** “Installation was extremely fast. Within the same day, we had Rubrik up and running. Previously, it would take days.”
- **Seamless integration with Nutanix:** “Nutanix and Rubrik together provide unparalleled performance. These next-gen technologies work together seamlessly to deliver scale and simplicity.”
- **10x faster backup performance:** “With Rubrik, we are seeing faster performance than we have ever seen before. Rubrik is natively built to be flash-optimized, giving us a 10x improvement in performance. Before, backups weren’t completed within our backup windows. Now, we have time to spare.”
- **3x faster recovery times:** “Restoring a file with Rubrik is instantaneous. With predictive search on-premises and in the cloud, Rubrik simplified the recovery process to a matter of minutes. With our previous solution, recovery was extremely long, especially with tape, which took days. Recovery is now at least 3x faster, if not more.”
- **One-click management for time savings:** “Rubrik is hassle-free. One of the greatest benefits about Rubrik is the ease of management. It is a one-click solution to recover, search, and set SLA policies. It just works.”
- **Instantaneous data access with predictive search:** “Rubrik delivers Google-like search with suggested search results instantly. Search is a game-changer for rapid recoveries down to the file level.”
- **Single pane of management across global sites:** “One of the main advantages of Rubrik is that we now can standardize our data management across all our sites and in the cloud, which was not possible in the past. More importantly, Rubrik provides visibility and intelligence on all my applications globally.”
- **Continuous application mobility:** “Rubrik gives us application mobility. This provides flexibility in where we mobilize our applications from one location to another. Now, I can take an application from Singapore and have it run in Germany for test and development with a single click.”
- **Eliminating tape complexity with cloud:** “One of the main reasons we chose Rubrik was for its easy integration with cloud. With Rubrik, we want to eliminate tape and move to cloud for cost-effective archival and on-prem to cloud replication. Rubrik’s cloud-native architecture allows for easy integration with any cloud provider we choose.”
- **Live mount for DevOps:** “One of our main uses cases for Rubrik is for application testing and development. We can quickly mount directly to Rubrik, run tests, and then shut it down without impacting our production environment. In the past, the process for a data refresh would take 7 days. Now, it is possible for us to complete in a day.”
- **Encryption for high security:** “Rubrik addresses our security concerns by encrypting data at-rest and in-flight. They ensure our data is protected no matter where it resides.”
- **Rubrik for Microsoft SQL Server:** “Unlike legacy solutions, Rubrik provides application-aware data management for Microsoft Exchange and SQL Server with data consistency through app-consistent snapshots for Microsoft Exchange and SQL Server. Additionally, Rubrik is agentless, delivering automated setup and cost savings.”

## TOTAL HARD SAVINGS BEFORE AND AFTER RUBRIK

With Rubrik, Sivantos is seeing a 60% reduction in TCO by eliminating licensing, support, and tape costs.



### Notes:

1. Media, maintenance, off-site handling
2. Includes contractual maintenance
3. All costs include initial capital outlay and annual recurring spend



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Rubrik delivers instant application availability to hybrid cloud enterprises for recovery, search, cloud, and development. By using the market-leading Cloud Data Management platform to provide instant access with self-service, customers mobilize applications, automate protection policies, recover from Ransomware, search and analyze application data at scale on one platform. From days to seconds.

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