



# Erich Utsch AG Deploys Rubrik for Modern Data Management

## UTSCH

### INDUSTRY

Manufacturing

### RESULTS

- Near-zero RTOs
- Significant time savings
- Modern and streamlined data management solution

### THE CHALLENGE

- Lengthy recovery times
- Time-consuming manual management
- Lack of innovation with tape-based legacy solution

### THE SOLUTION

- Instant recovery
- SLA policy automation for hands-free management

### PARTNER

DTS Systeme GmbH

Erich Utsch AG (UTSCH) is a global market leader in security license plate technology and registration systems. The company produces millions of license plates every year for customers in Germany and around the world. Founded in 1961, UTSCH has more than 1,500 employees worldwide. Through their subsidiaries and joint ventures, UTSCH has a presence in more than 130 countries across five continents.

One of UTSCH's main objectives has been to modernize their IT infrastructure. "We see IT as a real business enabler," said Dominic Höffgen, CFO. "Since IT is the company's backbone, our infrastructure must be efficient, highly available, and secure."

"Our business is data-intensive and security-sensitive, so backups are vital to the business," said Jörg Voosen, IT Systems Team Manager. "We want to position ourselves as forward-thinking leaders in our industry. As an innovative company, we pride ourselves on identifying and implementing next-generation technologies built for simplicity and speed. Rubrik is a perfect fit, providing a leading-edge data management solution that allows us to build infrastructure for today and tomorrow."

### ACHIEVING HIGH PERFORMANCE AND TIME SAVINGS WITH RUBRIK

Prior to Rubrik, UTSCH was relying on tape for backups. "With our legacy solution, we were dealing with lengthy recovery times. On top of that, our team was spending a lot of time managing backups and worrying about our legacy solution was keeping us up at night," said Voosen. "We knew our previous solution would not be able to keep up with the pace of our business and was falling far below our standards for high performance IT."

UTSCH began looking for a solution that would efficiently future-proof their infrastructure and support their virtualized environment. After consulting with their partner, DTS Systeme GmbH, UTSCH was convinced that Rubrik offered the best solution.

"Rubrik provides a comprehensive, all-in-one solution that ensures that our infrastructure is future-proof for years to come. The technology is easy to use and enables high performance, so the solution pays off quickly," said Voosen.

Additional benefits include:

- **Instant recovery:** “With Rubrik, it only takes 30 seconds to restore files and requires far less effort than our previous solution. Since IT supports our business, it is mission-critical that we can restore very quickly and keep operations running smoothly.”
- **Significant time savings with policy-based management:** “Managing our backups used to be extremely time-consuming. With Rubrik’s automated policy engine, all we have to do is set SLAs and Rubrik takes care of the rest. As a result, we don’t worry about backups anymore, freeing our IT team to spend more time on other projects and tasks.”
- **Accelerated compliance:** “Our IT policies require a strict framework for the implementation, maintenance, and monitoring of our IT assets. Among other things, our backups need to be tested regularly. With Rubrik’s Live Mount feature, we are able to perform and document these tests within seconds.”
- **Plug-and-play setup:** “Rubrik was up and running very quickly. It auto-discovered our entire virtual environment and we were impressed by how simple it was to deploy.”
- **World-class support:** “Rubrik’s support team is doing a wonderful job. They’re very responsive and have always been helpful if anything comes up.”

“With Rubrik, we have a solid solution that can grow and expand with UTSCHE in the future,” said Voosen.

# UTSCH

“Rubrik is next-generation data management. The solution is worth its weight in gold.”

- Jörg Voosen, IT Systems Team Manager, Erich Utsch AG



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Rubrik delivers a single platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik’s Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, and enable automation at scale. As organizations of all sizes adopt cloud-first policies, they rely on Rubrik’s Polaris SaaS platform to unify data for security, governance, and compliance. For more information, visit [www.rubrik.com](http://www.rubrik.com) and follow [@rubrikinc](https://twitter.com/rubrikinc) on Twitter.

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