

Elma Electronic Drives Digital Transformation and Achieves Global Unified Data Management with Rubrik Edge and Polaris GPS



INDUSTRY

Manufacturing

RESULTS

- 90% reduction in backup management
- 32 days per year of additional productivity back to the business
- Near-zero RTOs
- 75% reduction in data center footprint

THE CHALLENGE

- Poor backup performance and lengthy restore times
- Lack of unified data management for ROBO environments
- Unable to orchestrate across multi-geo infrastructure and standardize SLA management

BUSINESS TRANSFORMATION

With Rubrik, Elma has been able to drive digital transformation initiatives, increase operational efficiency (gaining 32 days per year of additional productivity for the business) and minimize the chances of business disruption and downtime with near-zero RTOs.

Elma Electronic (Elma) is a publicly traded manufacturer of electronic components headquartered in Wetzikon, Switzerland. Founded in 1960, the company is comprised of five product divisions and operates in Europe, the Americas, and Asia. Elma provides solutions for a wide array of industries, including defense, aerospace, media, telecommunications, broadcast, and transportation. The company's modular approach allows for quick, cost-effective, and proven performance from customized designs to standard platforms.

"Elma prides itself on being a solution provider that partners with customers to meet their unique needs," said Urs Hess, CIO. "As a manufacturing company, any downtime is catastrophic. The IT team is part of a larger supply chain—if we can't meet our SLAs, then we become a bottleneck and the manufacturing process could come to a halt. This is not only damaging from a financial perspective, but also diminishes our customers' confidence and hurts our reputation."

"As an IT team, we're focused on reducing complexity in our environment, allowing us to focus on implementing services that grow our business and benefit our customers," said Hess. "Rubrik was one of the first steps on our journey to digital transformation."

TRANSITIONING TO CUTTING-EDGE DATA MANAGEMENT WITH RUBRIK

Prior to Rubrik, Elma was utilizing a tape-based legacy solution and found managing backups to be challenging and time-consuming. "I've used different backup solutions for decades," said Marcus Muddell, Global IT Manager. "There's always several degrees of complexity involved, from validation checks to multi-sites to consolidation. We evaluated another vendor in addition to Rubrik, but the simplicity just wasn't there. Rubrik has convinced us that backups don't have to be complex."

"The ability to recover data quickly is critical to the success of our business; our customers absolutely demand it. Our legacy solution did not inspire confidence that we could restore reliably," said Muddell. "Since adopting Rubrik, our server recovery time has decreased from an hour to a few minutes. The Live Mount feature has impressed our DBAs with the capability to recover a database in minutes. We can tell our customers with confidence that their data is safe with us."

GLOBAL VISIBILITY AND CONTROL WITH EDGE AND POLARIS GPS

Elma is headquartered in Switzerland, but also has offices in the United States, the United Kingdom, Germany, China, France, Israel, Romania, and Singapore. Prior to Rubrik, one of the company's biggest challenges was managing a complex backup environment across several sites.

“We support multiple locations across a number of countries, so we needed a cohesive solution across all of our environments. We were also archiving to tape, which was time-consuming and complex to manage across our locations. Rubrik’s Edge software appliance was exactly what we were looking for,” said Muddell.

“We currently have eight Edge devices deployed and plan on adding more in the future. With Edge, we’re able to standardize our backup processes by replicating between central and remote sites, or archiving to AWS. Edge has allowed us to apply the same level of data protection to our remote locations without needing to install expensive hardware or complex systems. This also means we’ve been able to increase our teams’ overall operational efficiency,” added Muddell.

Elma’s IT team also utilize Rubrik’s Polaris GPS feature to maintain full visibility into their data. “With Polaris GPS, we are able to view our entire environment through a single pane of glass. Previously, we had to log into each of our eight locations to create backup reports and validate SLAs. In just a few seconds, we can easily see what’s transpired in the last 24 hours, which has saved us a tremendous amount of time,” said Muddell.

Benefits include:

- **90% management time savings:** “With our legacy infrastructure, we could spend 50-60 minutes per day managing backups. Now we only spend 5 minutes a day checking email alerts. We also used to devote a few days every 2-3 months to updating our software. With Rubrik, we only need to spend a few minutes opening a ticket and the updates are handled by their support team. As a result of using Rubrik, we have gotten back 32 days per year of additional productivity to advance our digital transformation goals.”
- **Near-zero RTOs:** “Previously, it could take an hour to recover a full server. With Rubrik, we can recover in two minutes.”
- **Easy cloud archival to AWS:** “Rubrik has enabled us to leverage AWS for long-term retention. We now have the capability to restore to any brik or Edge device. Our team is much more confident because we are no longer restrained by geography.”
- **Seamless integration with Nutanix:** “We utilize Nutanix and are thrilled with the Rubrik integration. The two solutions combined deliver flawless performance.”
- **Streamlined compliance:** “We have a number of compliance requirements that have been streamlined with Rubrik, including protecting ITAR information and navigating the requirements of GDPR. Rubrik automatically delivers end-to-end encryption for data both in-flight and at-rest, which helps meet our customers’ security provisions.”
- **75% reduction in data center footprint:** “With Rubrik, we’ve gone from 32U to 8U, decreasing our data center footprint by 75%. As a result, we’ve seen a significant reduction in power consumption costs.”



Global HQ

1001 Page Mill Rd., Building 2
Palo Alto, CA 94304
United States

1-844-4RUBRIK
inquiries@rubrik.com
www.rubrik.com

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. Rubrik’s run-anywhere, scale-out architecture is built to empower IT departments today and in the future, reducing total cost of ownership while enabling infrastructure flexibility for a multi-cloud world. For more information, visit www.rubrik.com and follow [@rubrikinc](https://twitter.com/rubrikinc) on Twitter.