



About Customer

Started out of a pickup truck in 1932 and acquired by Berkshire Hathaway in 1995, RC Willey Home Furnishings strives to be America's home store by delivering superior products and memorable experiences to customers across the Western United States.

www.rcwilley.com

Geo

North America

Industry

Retail

Solution Area

Modernize Data Protection

Pure Storage®

Products in Use

FlashArray//C™

Evergreen//Forever™

About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloudlike capabilities with superior data protection and business continuity.

www.veeam.com



RC Willey Accelerates Full Data Recovery from Veeam Backup

Since its humble origins, RC Willey has grown into a billion-dollar business. Today the company sells everything from furniture and appliances to exercise equipment and electronics. Its modern operation is fully digital—coordinating supply chain, distribution centers, and stores to serve customers.

RC Willey relies on robust Veeam backup and replication to protect against data loss. Concerned about rising cyberattacks on retailers, systems administrator Chris Weiss tested recovery time. Alarming results drove him to seek faster storage to minimize downtime. With Pure Storage, Weiss is confident his backups and can recover in minutes, not days or weeks.

“With Pure Storage as our storage infrastructure supporting Veeam, we have more than a backup solution—we have a recovery solution.”

CHRIS WEISS,
SENIOR SYSTEMS
ADMINISTRATOR,
RC WILLEY HOME
FURNISHINGS

Impact on RC Willey



Fortifies data protection against adverse weather and cyberattacks



Eliminates forklift upgrades for backup target with non-disruptive upgrades



Confirms quality of nightly backups to support a full recovery strategy

Challenges



Rising ransomware and cyberthreats against the retail industry



Disruption to operations could put reputation and revenue at risk



Slow backup appliances prolong recovery time

Results



Near instant recovery of virtual machines and individual files via snapshots



Meets RTOs to recover in minutes, not days, or weeks



Up to 37:1 data reduction enables months of data backup in small, energy efficient footprint

Taking Care of Business

RC Willey has distribution centers and stores in four states, and more than \$20 million in inventory in transit at any given time to meet delivery commitments. Its IT systems manage inventory, point of sale transactions, and customer details. Any outage—whether by accident or attack—could cause reputational damage.

RC Willey safeguards its data with Veeam backups, but tests showed that its purpose-built backup appliance could not meet recovery time objectives (RTOs). The slow appliance also kept RC Willey from verifying that its backups could fully restore systems in a timely manner. A ransomware attack would prevent the company from taking orders, delivering products, scheduling employees, and replenishing supplies for an extended time—impacting revenue.

To fix the problem, Weiss searched for a high-performance solution with built-in data reduction. “Space and time were our two biggest challenges, because we need to keep months of backups and restore in minutes not days,” says Weiss.

Upscaling from Backup to a Full Recovery Solution

RC Willey chose Pure Storage FlashArray//C as its Veeam backup target for its high speed and immutable SafeMode™ Snapshots. Weiss backs up and replicates 50 to 60 terabytes nightly, including VMware VMFS stores, VMware ESX hosts, physical servers, and Red Hat.

“We get an incredible 37:1 data reduction rate using Pure Storage, even with our diverse data,” says Weiss. Backup and individual files can be instantly accessed for recovery. For tier one applications, Weiss uses Veeam Continuous Data Protection (CDP). “FlashArray//C is so fast we can recover from it directly if there is a problem with a critical application,” says Weiss.

By reducing restore time for virtual machines (VMs) to minutes with Pure Storage, Weiss can easily confirm backup quality using Veeam SureBackup to test its roughly 500 VMs. This process gives Weiss confidence in full recovery. “With Pure Storage as our backend infrastructure supporting Veeam, we have more than a backup solution—we have a recovery solution,” says Weiss.

Simple Upgrades Without Forklifts

With Pure Storage Evergreen architecture and subscriptions, Weiss has also eliminated worries about downtime during upgrades. “An Evergreen//Forever subscription gives us the simplicity of known costs and takes away forklift upgrades for our backup target,” he says. “It is also an enticing strategy for future-proofing our primary and secondary storage.”

purestorage.com

800.379.PURE

