

the strategy p2

On the 11th of April 2019 the group launched its new strategy at the Everyman Leeds. Find out more inside.

also inside...

purevr

p4

This brand new service, which launched in March is a UK-first and we have some exclusive LAUNCH OFFERS for early adopters. Take a look inside to find out more.

pt19

p5-6

The biggest partner tech event in the UK is back. Take a look at the newly announced speaker line-up, agenda and partner update. Sign up to pt19 today, you won't want to miss this.

Sonoco Trident

p11

In collaboration with Veeam PTG provided Sonoco Trident with the ability to manage data across sites and maintain business continuity. Enabling global IT capabilities to support their global presence.

a word from the CEO



Stephen O'Brien

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It is an incredible honour for me to lead and serve this great company of ours. Through the help and support of many talented individuals.

At the pure technology group, our best feature is our team of highly professional and knowledgeable individuals, who, through their hard work, passion, dedication and perceptiveness, continuously drive our great business forward.

I want to emphasise the commitment I have for PTG and the passion I have in what we do, who we are and what sets us apart from our competitors; which is **our people** and their uncompromised pursuit of quality, value and outstanding client service.

Our values are fundamental and essential in creating an enduring PTG organisation. They embody our collective commitment to the moral and ethical standards we believe are paramount to our reputation and positive growth.

We have made significant progress during 2019 as we continue to build on the value we bring to our customers - they remain at the heart of everything we do. You have helped make our company strong, and once again, I would like to take this opportunity to thank you all for what you do.

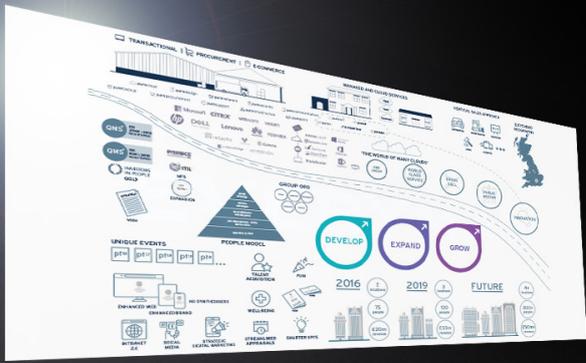
As we near the end of our twelfth financial year, I look forward with excitement as to what the next chapter of our journey holds.

Feedback on our newsletter is massively positive. I hope you continue to find it relevant, informative and fun! More than ever in this edition...

If you have any ideas on how we can improve our communication, please feel free to contact me direct at stephen@tptg.co.uk.

Enjoy the read.

Stephen O'Brien



the strategy

On the 20th of April 2016, the pure technology group (PTG) launched a 3-year strategy forecasting development, acquisition aims and growth for the following 3-year period.

As we approach the close of this 3-year plan, we'll review the major successes in that time and the strategic aims achieved.

Looking back is one thing but we prefer to look forward. Over the past few months, we've invited contributions from everyone across the group,

discussed what comes next and distilled this into the next strategy.

PTG launched its new strategy on the 11th of April 2019 back at the **Everyman Theatre** where the first strategy began.



Cliff Fox
Group COO



In 2018, the pure technology group (PTG) sponsored a school team of award-winning robot-builders from Queen Elizabeth's School in Barnet, London.

Team Apex recently won the **'Judges Award'** for special recognition as a team and great robot design at the St. Olaves VEX Robotics Competition. Other recent accolades include the 'Design Award' for excellent robot design and consistency in the field, as well as the 'Tournament Champion Award' at Greig City Academy, which qualified them to be able to go to the VEX UK National Championships in March 2019.

Team Apex attended the UK Nationals in Telford on

the 1st and 2nd of March and competed in 26 matches across 2 days. Although they had a successful day, unfortunately they didn't qualify for the World finals in Kentucky.

Making it to the UK Nationals is an amazing accomplishment and we are extremely proud of their efforts. The whole team will be present at pt19 on the 14th of June at which point they will receive recognition for their achievements so far.



Jade Abramov
Marketing Assistant

people

Over the last quarter **PTG**
welcomed **8 new**
starters to the group.



Stacy Parsons
Account Manager
Leeds



Emma Turner
Finance Assistant
Wakefield



Jordan Walsh
Service Desk Engineer
Wakefield



Gareth Baron
Business Development Manager
Wigan



Liam Moses
Service Desk Engineer
Wakefield



Matt Abernethy
Service Desk Engineer
Wigan



Nafees Akhtar
Business Manager
Wakefield



Lewis Barker
Service Desk Engineer
Wakefield



'We believe that that Virtual Reality has a huge potential to transform any and all organisations.'

A common question we've faced whilst developing pureVR is "VR? That's just gaming, isn't it?" True enough, it's great for gaming and if you try PlayStation VR, Oculus or other platforms it can be a really immersive experience, but we think the potential is far bigger than just gaming, for all organisations.

pureVR, Virtual, Augmented and Mixed Reality, all possibly to be labelled Extended Reality (XR) shortly, is a combination of differing technologies, each with the potential to improve experience at work or outside and we've selected the best tried and tested solutions, whilst developing our own too. pureVR currently includes:



Toshiba dynaEdge – Assistive Reality aimed at Field Service, Maintenance, Manufacturing and other sectors, where a Field Engineer can summon a colleague for assistance or guidance, whilst providing visibility, recording and schematics through the google-glass style headset linked to a wearable Windows 10 computer. dynaEdge integrates with Skype for Business and Teams to provide a truly collaborative experience.



HYPERSN – this holographic emitter technology has a real wow factor – you have to see it to experience it because the movies just don't do it justice. This

is set to transform Retail, Exhibition, Design and Entertainment markets as shop-fronts and exhibitions go virtual in a big way.

pureVR HR Induction – our first foray into development as a business and although it's been a steep learning curve over the last six months it's been a great challenge. The first solution offering, available now, provides a customisable Augmented Reality HR induction Solution, which we're really excited about because we see many benefits and, as far as we know, no-one else is doing it.. yet.

We started the HR induction idea on the Microsoft HoloLens platform – a brilliant solution, especially with version 2.0 being demo'd recently with higher resolution and wider field of view – but, with headsets costing £4-5k each, we saw that this may be cost-prohibitive for many SMEs.

Through real-life testing, we realised that some people are simply put off by headsets and are much more comfortable viewing AR content on a tablet or smartphone. We talked to several software developers about joint-ventures but couldn't find a good fit, several companies over-promised and under-delivered. So, six months ago we bit the bullet and started developing it ourselves. Learning development cross-platform with multiple toolsets is not for the faint-hearted but we've worked hard and been encouraged with results along the way. The content quality is a critical factor and we've mastered this superbly.

Being flexible is important too, so making pureVR completely cross-platform and device-agnostic was essential, as was making it flexible for device-only, or fully immersive via headsets or both. On the headsets, we looked at many options and solutions. We modelled cardboard, 3D-printed prototypes and finally settled on a hybrid mix of traditional manufacturing with 3D-print features and personalisation. We can now produce custom VR headsets, branded to each

customer, for about £100 each.

We've produced the whole solution totally in-house.

Benefits:

The VR induction for HR:

- enhances the traditional new starter induction tour with AR elements; people, figures, products, statistics;
- makes an induction consistent; message from the CEO but he's not there? No problem, a virtual welcome from the CEO makes each induction special;
- time-saving for HR personnel – we don't envisage VR induction replacing the personal touch completely but it could provide breaks so that inductions are less time consuming for HR personnel.

We're launching this as a complete managed service package including design, content creation (storyboard, video, graphics, chroma key, teleprompter, data display), app development and production on App Store (Apple iOS) and Google Play Store (Android). As part of the service, we can include devices, bespoke personalised headsets, content curation and scheduled change/updates. Cost depends on complexity but we're aiming to price this within the reach of any organisation.

This brand new service, which launched in March is a **UK-first** and we have some exclusive **LAUNCH OFFERS** for early adopters.

The only limit is imagination and this is just the beginning, so if you're interested in what VR could do for your organisation give us a call on **0113 387 1070** or email **hello@tptg.co.uk**.



Cliff Fox
Group COO

>the biggest partner tech event in the UK is back_

>what to expect_

This year is about enhancing the event even further. **Improved** AV facilities, more **diverse technology**, TED style talks and of course, even more **technically rich content**.

This year there will be central theme of **AI (Artificial Intelligence)** throughout the entire event. It's been the buzzword of 2018 - from MercedesMe, to AI enabled toothbrushes... AI is shaping the world around us and **pt19** will showcase some of the most impressive AI technologies on the planet.

14_06_19 >Wakefield
#AlwaysInnovating
pt19.tptg.co.uk

>features_



>bigger structure_



>meeting hubs_



>internships_



>Esports_



>holograms_



>drones_



>robots_



>host_

>headline sponsors_

DELL Technologies



>breakthrough and feature partners_

AVAYA

APC



Canon

C2G

DigitalXRAID
CYBER SECURITY EXPERTS

Extreme

HYPERVSN

ixlonic



Jelf

Lenovo

OVERLAND
TANDBERG

PHILIPS



TESLA

TOSHIBA



VEEAM



>9:15 - 9:30_

event opens

>10:20 - 10:40_

Rory Cellan-Jones

>11:40 - 12:00_

Huawei

>13:00 - 13:20_

Dell Technologies

>14:20 - 10:40_

HP

>15:20-15:40_

Roger Black

>19:00 - 00:30_

after party

>10:00 - 10:20_

opening keynote

>10:40 - 11:40_

networking

>12:00 - 13:00_

lunch

>13:20 - 14:20_

networking

>14:40 - 15:20_

networking

>15:40 - 16:00_

event close

*agenda subject to change.



Roger Black

Olympic and World Champion

@RogerBlack400



Ortis Deley

Host of The Gadget Show

@OrtisDeley



Rory Cellan-Jones

BBC Technology Correspondent

@BBCRoryCJ



Michael Rae

Channel Director UK&I of
HUAWEI Enterprise



Rob Tomlin

Vice President UK & Ireland
Channel



Grant Thomas

Commercial Channel, Growth
Partner Sales Manager HP UK&I



world backup day

As part of World Backup Day, I was asked to write something about some of the major innovations modern technology has provided to enable us to look after our most valuable asset, our data.

It is coming up to 30 years now, that I have been involved in IT and have seen data backup and protection solutions come and go.

Whilst up in the loft last week I found an old QIC tape (that's Quarter Inch Cartridge to those under 40) that could store... Wait for it... 250MB. I then spent the rest of the day trying to think of things that I couldn't fit on it.



I remember backups, then verification of backups (essentially re-reading the tapes) being an absolute chore especially if multiple tapes were involved in the backup job. This didn't change for quite a while and even with the era of the disk to disk backups, whereby the process could be automated somewhat, the amount of time taken greatly increased the overall backup window and therefore the number of backups that could be taken in a given time (see RPO – Recovery Point Objective).

This “pain” caused many IT departments to forgo the verification

process altogether leading to a situation I like to call **“Schrodinger's Backup”**.

If you cast your mind back to your school physics lessons, you may remember the phrase **“Schrodinger's Cat”**. The renowned physicist Ernst Schrodinger came up with a thought experiment to try and explain some weirdness of Quantum physics called ‘Superposition’ where atoms must be thought to be in multiple states at the same time. To paraphrase the details, the experiment described a cat in a box with a phial of poison. Without opening the box and observing the state of the cat, you cannot ascertain if the cat is alive or dead and must assume it is both. i.e without observation, you have **no way of knowing**.

Replace “cat” with “backups” and you will see what I'm getting at in that without testing or verification of the backups (hopefully not in a recovery situation) you cannot KNOW if they are any good.

So, do I need to carry out a full restore, just to make sure my backups will work? Well... in the past yes, however, data protection has moved on. Veeam provide a fantastic solution for this problem by combining 2 great features of the Veeam Backup and Replication product.

Instant Virtualisation – this feature allows us to “spin up” and run a virtual workload directly from the backup image – effectively booting my VM from my backup in a few minutes. I can then monitor the VM boot process and will hopefully view, what, in a recovery scenario, can be the most beautiful site in the world – a Windows (or Linux) login screen as opposed to the nightmarish

Blue Screen of Death which many IT professionals like myself have seen only too often in the small hours during a disaster recovery scenario.



Instant VM Recovery
Restore any service in 2 minutes



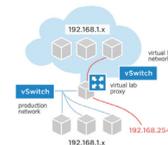
Veeam Data Labs – This takes the verification process one step further by spinning up the VM in its own “bubble” network, completely separate from the production environment but still contactable via a funky, magical, virtual lab networking appliance baked into the solution. This allows us to carry out ping or more advanced tests on the server such as DNS requests or even SQL queries effectively ensuring a VM recovery to a known good state.



Veeam Data Labs
use backups to spin up test environments

Run isolated VMs from a backup, replica, or storage snapshot.

- Patch/change testing
- DevOps
- Compliance scanning
- Root Cause Analysis
- Forensics
- Data Analytics



For me, data protection technology is now a first-class citizen when it comes to innovation thanks to companies like Veeam who see the issues and provide a solution that “just works”.

For more information on how to backup your data, give us a call on **0113 387 1070** or email hello@tptg.co.uk.



Andy Pilkington
Chief Technologist

Microsoft Ignite | The Tour

London



As a Microsoft Gold Partner, the pure technology group (PTG) was invited to attend Microsoft Ignite on Tour. This is a massive event held in the London ExCel Exhibition Centre boasting over 100 deep-dive technical sessions and workshops over 2 days, with access to more than 350 Microsoft subject matter experts from around the world.

The groups Microsoft focused Solutions Architects Sam and I took time out of a busy schedule to explore some of the rapidly evolving technologies showcased, and mingle with some of the leading vendors in the Azure and 365 ecosystems.

For late February, the unseasonably warm and sunny weather made it a pleasure travelling into the heart of London's Docklands to reach the ExCel convention centre at Custom House. The venue is enormous with the Microsoft event occupying many of the cavernous halls of ExCel close to the London City Airport.

Outline of the day:

Once registered, we made our way to The Hub for coffee and a preview of the upcoming workshops and breakout sessions we could expect. Split over two floors, The Hub hosted stands from a wide variety of big-name vendors working with Microsoft to deliver Security Appliances, devices for MS Teams and tools for accelerated Microsoft 365 and Azure migrations.

Barracuda showcased some of their leading physical, virtual and cloud-based security appliances from Next-Gen Firewalls to their Cloud Backup service designed to backup Office 365 Mailboxes, SharePoint and OneDrive for Business data in a simple and reliable way. There was also a preview of their new Barracuda Cloud Security Guardian, an agentless Software as a Service (SaaS) with end-to-end visibility of your cloud security posture, designed to make it easier to keep applications and workloads secure on public-cloud infrastructures. With increasing awareness around the importance of good security, having a service to police this throughout

and be able to orchestrate and deploy automated remediation needs further exploration.

The guys from **Citrix** spent time discussing some of the benefits of Citrix Cloud in combination with **Azure** and also some of the upcoming optimisation pack tools they are working on for Office 365 and Teams Web Interface to improve the performance of voice and video in Citrix. Improved Citrix integration for **Teams** is one item on our wish list we can't wait for!

As expected, **Teams** was a theme that featured in a lot of the Modern Desktop sessions, so it was great to see some of the new 'designed for Teams' devices and Unified Communications room solutions for Teams conferencing and calls by Logitech and Yealink. The Yealink video and voice devices appear to be a polished and cost-effective solution for organisations embracing Teams, something we hope to explore further with an extended test in our own environment.

With so many main presentations across topics as varied as 'migrating to Azure', 'maintaining an Azure Hybrid model', 'deploying modern desktop', 'optimising teamwork in your organisation' and 'securing your organisation' to name just a few, it was often difficult to decide which was most important or would be most useful when forced to choose, even more so when considering there were extra breakout sessions being held for even greater subject depth.

Whilst Sam concentrated on developments for deploying and managing modern desktop such as AutoPilot, Intune and Microsoft Managed Desktop, I was drawn to some of the sessions delving deeper into Azure Information Protection (AIP), Identity and Access Management with Azure Active Directory and Microsoft Secure Score. Some of the facts and figures quoted around these services are mind-boggling; such as there being 1.1 Billion Azure AD identities, around 450 Billion authentications per month and that there are 150 Million devices managed

by ConfigManager and Intune!

Across all the sessions, Microsoft demonstrated a drive to make really smart solutions simple to deploy and maintain with security as a key feature. Demonstrating the capability of tools such as Azure Trusted Advisor, Secure Score and the Microsoft 365 Admin Center, then add in the partner relationship for additional value and reassurance.

One of the most illuminating sessions was a preview of the recently announced Windows Virtual Desktop delivered on Azure. Due in the 2nd half of 2019, this allows multi-user Windows 10 desktop capabilities in addition to the more recognisable Windows Server shared desktop experience familiar to Relational Database Service and some Citrix environments. Azure will bring a whole new level of agility, simplified management and cost-saving allowing users to log onto a fully featured and customised Windows 10 desktop experience from anywhere with Internet connectivity. With the acquisition of FSLogix in November 2018, Microsoft has been able to incorporate those technologies into this new Windows Virtual Desktop to deliver near-native or better performance for Office 365 workloads.

Final thoughts:

Our two days at Ignite London left us buzzing: the sheer volume of relevant information and product demos was mind-boggling. Whilst many of the slide decks are available after the event, it was invaluable being able to talk directly with the people who live and breathe the development and evolution of some of the most exciting developments in public cloud, security and collaboration, something we strive to add into the mix to benefit our customers and partners.



Alex McKay
Solutions Architect



Dudley Hill RLFC

At the beginning of this season, the pure technology group (PTG) became one of the leading sponsors for Bradford Dudley Hill RLFC - Rugby League Club, Chairmanned by one of its own, Lee O'Conner.

After a rocky start last season, Dudley Hill have come back fighting stronger than ever, winning their most recent match last Saturday. The match was the biggest Derby in Bradford against long time rivals West Bowling ARLFC.

The team came out victorious with a score of 36-12 in front of over 1,300 supporters. A monumental victory after not having met with West Bowling for several years.

PTG has always placed importance on supporting local teams around Yorkshire. PTG now sponsors **Leeds Cage**, the largest Mixed Martial Arts gym in Yorkshire; **Sheffield Tigers**, a rugby union team based in Sheffield; **Warley Rangers JFC**, a U13 football club in Halifax; **Woodhouse Grove Rugby Union** under 18's in Leeds, and most recently **Dudley Hill**.

"I would like to say a massive thank you to the committee, all that have supported us, and the guys around us. This wouldn't be possible without your continued support. Our aim for this season is to get promoted back into division 1, which, if the guys play as they did on Saturday, shouldn't be a problem. There will also be

a massive push to grow and develop our junior age group with a drive for recruitment for juniors from the age of 3 upwards. Thanks again to all, keep coming down and supporting." - Lee O'Conner, Chairman.

If anybody is interested in joining the Dudley Hill team, please contact:

Lee O'Conner
lee@tptg.co.uk

We would like to wish Dudley Hill good luck for the rest of the season.



Lee O'Conner
 Account Manager





Office 365 backup

Microsoft provides a wide array of services within the Office 365 platform and it has now grown to over 155 million monthly active accounts with over 3 million new accounts added every month.

The platform has invested in high-quality security measures and attention to privacy and compliance, but this does not currently include backup of the data.

It is a common misconception that Microsoft provides backup of all your Office 365 data, but what Microsoft actually does, is make sure your data is available in multiple locations using geo-redundancy.

The main differences between geo-redundancy and backups are:

- **Geo-redundancy** replicates your data to three different locations, providing protection against hardware failure or power issues by failing over to another server.
- **Backups** are a historical copy of data which is stored in a separate location for a set period of time, based on your retention policy. It is important that backups are stored in a separate location with separate access and control, so that if data is ever lost or subject to a malicious attack then it can be restored from the backup data.

Here are some of the main reasons why you should back up your Office 365 data:

1. External security threats

Email phishing attacks accounted for 90% of data breaches in 2018 and even with the introduction of increased email security and user training, 230,000 new malware variations were detected every day last year so there will always be some that get through.

Microsoft provides in-geo data residency which means your data is replicated in at least two DataCentres, but if your mailbox

is affected by malware then this will also be replicated and there is no way to do a point in time restore of the mailbox.

2. Internal security threats

Organisations face data breaches internally from staff who may unknowingly download an infected file or leak usernames and passwords to sites they thought they could trust, resulting in data being lost. Another example of an internal security threat is terminated employees who may want to delete data before their access is revoked.

Microsoft does provide a recycle bin for most Office 365 services, but usually, people will also have access to this, so it will not stop the data loss.

3. Retention policy confusion

Office 365 retention policies can be set at both the tenant level and the user level and they will set how long an item is kept within a folder on the mailbox. The policies allow account-holders and admins to automatically clear out old data which is no longer needed, but they can also cause data to incorrectly be removed if not setup correctly.

Microsoft will store items in the recoverable items for 14 days by default after they have been deleted by the policy, but after this time they will no longer be recoverable.

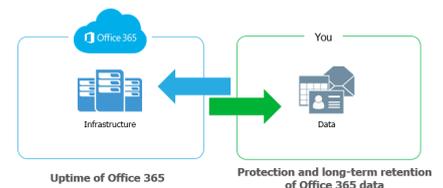
4. Accidental deletion

When someone accidentally deletes data from Office 365, then the deletion is also replicated to the other DataCentres and this may not just be a file in OneDrive, but a change to a staff members license may cause data deletion too.

Microsoft provides recycle bins and version history which allows for data to be restored but this is only when the data has been marked as a soft delete, an example of this is a person emptying the deleted items folder. If an item is tagged to be purged from the mailbox then this cannot be restored, and an example of this is if a person purged the recover deleted items.

Ultimately it is Microsoft's responsibility to make sure that the Office 365 service is available and can be accessed, but it is the responsibility of the organisation to provide protection and long-term retention of the Office 365 data. It's your Data, Microsoft only provide the infrastructure to store it!

Microsoft takes care of the infrastructure, but the data remains your responsibility.



The average length of time from data compromise to discovery is over 140 days, yet the default settings from Office 365 only protect your data for 30-93 days.

Backup for Office365 provides complete protection of your Office 365 data;

- Protection of Exchange Online, SharePoint Online & OneDrive data in Office 365.
- Granular selection for backup jobs, individuals or entire tenant.
- Customisable backup schedule, from weekly through to hourly backups.
- Backup Retention from 1 day through to unlimited.
- Granular Restores of email data, entire mailboxes through to individual emails, calendar items and tasks.
- Granular restores of SharePoint and OneDrive, entire sites through to individual list items.
- Restore to the original location or choose alternate locations.

To discuss your cloud requirements further please contact us on **0113 387 1070** or **hello@tptg.co.uk**.



David Craig
Operations
Manager



background.

Sonoco-Trident helps more than 2,000 of the world's leading consumer brands preserve their brand identities by ensuring their packaging and presentation are consistent across all physical and digital media. Founded in 1993 and headquartered in Hull, England, the company employs 600 people in 11 locations worldwide.

Building and maintaining brand equity is important in all industries. According to a study by Lucidpress and Demand Metric, a consistent brand presentation across physical and digital platforms can increase revenue by up to 23 percent.

Every brand has visual and emotional components, so maintaining a consistent identity isn't easy. That's why the world's largest multinational consumer goods companies work with Sonoco-Trident.

Sonoco-Trident creates full suites of e-commerce images for their products, so they look as real on screen as they do in a consumer's hand. The company also builds 3-D models of products to create computer-generated imagery (CGI) that mirrors packaging consumers see on store shelves. CGI animation is another speciality of Sonoco-Trident's. Animated videos keep consumers engaged.

challenges.

Digital assets generate a tremendous amount of data toward the company's grand total of 1.5 PB on 300 virtual machines. On average, total data grows 15 to 20 percent each year. When slow backup and recovery made it difficult to meet recovery time and point objectives (RTO and RPO) required by the business, the IT team wasted no time finding a solution that would meet those objectives.

"Our main goal was recovering data fast," said Ruth Rew, Global IT Manager at Sonoco-Trident. "We wanted to automate data management

across the enterprise, so in the event of a disaster, we could ensure business continuity."

solution.

Sonoco-Trident replaced its legacy backup solution with Veeam Backup & Replication. Next, the company chose Keytech Managed Solutions (part of the pure technology group) to design, build and manage a fully redundant IT infrastructure featuring a new workflow management platform, which Veeam protects.

"Veeam and Keytech automate data management across the company so we can maintain business continuity," Ruth Rew said. "They give us global IT capabilities to support our global presence."

Sonoco-Trident has 11 full-service locations in North America, Latin America, the European Union and Asia-Pacific. Each location has a data centre containing the same hardware, software and Veeam solutions, which back up and replicate from eight Nimble Storage CS-Series from Hewlett Packard Enterprise (HPE).

"The integration between Veeam and Nimble is remarkable - it reduces backup and recovery speeds by 90 percent," said Andy Pilkington, CTO at Keytech. "Recovery objectives decreased to one hour for all production workloads, thanks to Veeam Explorer for Storage Snapshots and Instant VM Recovery. Sonoco-Trident meets RTO and RPO every time, giving them the confidence they can meet their service level agreements and maintain business continuity."

When building the IT infrastructure, Keytech used a Veeam feature called Scale-out Backup Repository to group multiple backup appliances into a single repository. Andy Pilkington said this feature is invaluable because it keeps management of backup targets simple and flexible. He also said Veeam leverages the block-clone feature in Resilient File System (ReFS) on Microsoft Server (a backup target) to increase the speed of synthetic operations such as merge, full and Grandfather-Father-Son (GFS) backup. This

reduces redundant data, allowing the creation of space-less full backup.

"I've been a Veeam evangelist for a long time," Andy Pilkington said. "It's been core to our managed services practice for many years. "When we work with a customer like Sonoco-Trident, we think of every possible recovery scenario, and Veeam can always handle it."

Additional Veeam features make data management easier, such as DataLabs to verify recoverability of backups (SureBackup) and replicas (SureReplica) and advanced deduplication and compression to extend data retention. For Sonoco-Trident, onsite retention increased from 30 days to 365 days, making recovery far more flexible.

"It's about flexibility for today and future-proofing for tomorrow, and that's what Keytech, Veeam and Nimble do for us," Ruth said. "They make us resilient, so we can maintain business continuity."

"Veeam and Keytech automate data management across the company so we can maintain business continuity. They give us global IT capabilities to support our global presence."

Ruth Rew, Global IT Manager, Sonoco Trident.

benefits.



Automates data protection to ensure business continuity.



Provides global IT capabilities to support a global presence.



Meets recovery objectives by increasing backup and restore speeds by 90%.



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