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SUCCESS STORY

Santa's Nightmare Before Christmas

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Samuel Snow
North Pole MSP/Elite Datto Partner
Let IT Snow, Inc.

One snowy December morning, the Founder and CEO of an internationally-celebrated toy manufacturing company woke up to a nightmare of a situation: a major blizzard had devastated his entire worksite, extinguishing all power and freezing the local server. All operations at his North Pole-based factory were at a standstill. For Santa Claus, the timing couldn't have been worse. 'Twas the day before the night before Christmas and the final day of his fiscal calendar. He had to act fast.

Santa sprang from his bed to quickly summon his reindeer. More rapid than eagles his coursers they came. He whistled, and shouted, and called them by name: "Now Dasher! Now, Dancer! Now, Prancer and Vixen! On, Comet! On, Cupid! On Donner and Blitzen! The business is down! Upon the MSP we must call! Now dash away, dash away, dash away all!"

Santa jumped into his sleigh and trekked 1000+ miles to his managed service provider. In the end, it took nearly 6 hours for the recovery process to begin, which involved tracking down the company's offsite tape backup, getting the servers back online and loading up the data again.

Santa's Workshop experienced a catastrophic 12 hours of downtime. With no functioning exchange or sharepoint servers, his entire staff of tiny employees could not access the "nice" or "naughty" lists or the children's letters. Instead, they helplessly sat idle while the clock kept ticking. As a result, the wages, overhead costs (subscription costs, benefits, etc.), and revenue lost added up quickly. By the time his business was back up and running, Santa had lost nearly \$45,000 thanks to downtime.

A lesson was learned. On January 1st, Santa reached out to a Datto expert to help. It was clear that he needed to change with the times, at least operationally. Datto put him in touch with a North Pole MSP and elite Datto Partner Samuel Snow of Let IT Snow, who quickly evaluated Santa's business needs and customized a perfect solution.

Said Snow, "Like most businesses, Santa's Workshop depends on IT infrastructure for nearly everything - from processing orders and sending invoices to service requests and paying employees," says Snow. "Unlike most businesses, this factory is responsible for bringing Christmas joy to children across the globe in a single evening. To me, this meant he needed a BC/DR solution that would get business up and running again in minutes if necessary. I mean, it's freakin' Santa Claus!"

“**THANKS TO DATTO, WHEN THE NEXT STORM COMES A-KNOCKING, I KNOW WE WILL BE BACK ON OUR FEET IN NO HO HO TIME!**”

Santa Claus

Founder and CEO
Santa's Workshop

With around 1.75 TB of data on their critical business systems, Samuel Snow decided to implement [Datto's SIRIS solution](#), which automatically generates fully functional failover VMs and data backups both locally and in the cloud for targeted servers. So if a server goes down, the business can start running its applications right away—even if its on-site data center is completely frozen solid.

“Our old MSP had recently implemented tape backups for us - and I thought THAT was modern of us! But after experiencing the headache of restoring data from an offsite tape backup, I knew there had to be a better solution,” said Santa.

Samuel Snow is confident that Santa's Workshop is no longer vulnerable to such costly downtime. “With the quality of the Datto product and the award-winning 24/7/365 support, I sleep with visions of sugar-plums dancing in my head. Santa is in great hands,” said Snow.

Adds Santa, “Thanks to Datto and Snow, all of that restore work is in the past. When the next storm comes a-knocking, I know we will be back on our feet in no HO HO time!”

About Datto

Datto protects essential business data for tens of thousands of the world's fastest growing companies. Our Total Data Protection platform delivers uninterrupted access to data on site, in transit and in the cloud. Through Datto's network of partners, we provide companies with products and services designed to continually keep business running. Businesses rely on Datto for industry leading technology combined with unrivaled customer service. Datto is headquartered in Norwalk, Connecticut, and has offices in Rochester, Boston, Toronto, London, Singapore, and Sydney. Learn more at www.datto.com.

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