

# Volvo Dealers Cruise to High Availability with Simac and Veeam



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— Marc Scheir  
IT Project Manager  
Volvo Car BeLux

## INDUSTRY

Automotive

## COMPANY



The first mass-produced Volvo car rolled off the production line in Gothenburg, Sweden, in 1927. Today, Volvo is one of the most well-known and respected car brands in the world. Volvo cars are marketed and sold through approximately 2,300 independent dealers in nearly 100 countries.

## CHALLENGE

Backing up physical servers to tape became cost-prohibitive for Volvo dealers in Belgium because their data was constantly growing, and purchasing additional tape drives was expensive. In addition to scalability, dealers worried about expensive hardware refreshes, the risk for human error and slow application recovery. It could take a few hours or up to one day, jeopardizing their ability to access the lifeblood of their business: the dealer management system.

## THE BUSINESS CHALLENGE

Volvo Car BeLux, which is part of the Volvo Car Group, is the automotive importer for the approximately 70 independent Volvo dealerships in Belgium and Luxembourg. Volvo Car BeLux also provides dealers with consultative services for sales, marketing and IT.

Volvo dealers are focused on selling and servicing cars, not IT administration, yet it is paramount to the business that their data is secure and available whenever they need it. One of key applications they rely on is a dealer management system that tracks each car sale and customer, from prospect to buyer to aftercare. The system also connects dealers to Volvo Car BeLux for inventory planning, ordering and management.

Each dealership has an onsite IT infrastructure. In the past, dealers backed up their physical servers on site to tape; however, as data grew, backup to tape was no longer feasible because purchasing additional tape drives was costly. In addition to scalability, dealers worried about expensive hardware refreshes, the risk of human error and a lengthy process for data recovery. The latter was quite serious because data could only be recovered if the backup had been successful.

“Dealers want their dealerships up and running 100% of the time,” said Marc Scheir, IT Project Manager at Volvo Car BeLux. “They want to focus on what they do best—selling and servicing Volvo cars. They are responsible for their own IT, so we asked a third-party ICT provider to recommend a process that would ensure high availability for them.”

Simac ICT Belgium, a leading technology integrator, recommended virtualising dealers’ data and applications on VMware vSphere to streamline IT and reduce operational costs.

“We also suggested a more intelligent, scalable and future-proof process for data backup and recovery,” said Christophe Lonnoy, Account Manager at Simac ICT Belgium. “Their goal is high availability, and there’s only one solution for availability.”

## THE VEEAM SOLUTION

Veeam® Backup & Replication™ provides fast, flexible and reliable recovery of virtualised applications and data.

“Veeam was the only solution we trusted to recover within four hours,” Scheir said.

“Now dealers have peace of mind knowing their backups are offsite and readily available for fast recovery. They’ve greatly minimised their risk for data loss because Simac and Veeam will get them up and running quickly.”

## SOLUTION

### Veeam Backup & Replication

Simac ICT Belgium takes full responsibility for Volvo dealers' IT by using Veeam Backup & Replication to back up each dealer's on-premise VMs on site to Synology NAS. Backup copies are sent to NetApp FAS in Simac's private cloud. If disaster strikes any dealership, Simac can quickly restore all VMs directly from backups in the cloud.

## RESULTS

-  Reliable, worry-free offsite backup
-  Scalable, future-proof data recovery
-  High availability of dealer management system

## VEEAM PROPARTNER



Simac is a leading ICT integrator in the Benelux region that provides a service portfolio ranging from consultancy to end-to-end integration, remote monitoring and outsourcing. With more than 40 years experience, Simac has an in-depth knowledge of every aspect of ICT infrastructures. Simac ICT Belgium was named Veeam Software's fastest growth partner in Belgium in 2014. The firm has a team of 200 experienced consultants, service engineers, project managers and service-level managers.

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Simac takes full responsibility for many Volvo dealers' IT in Belgium. Simac goes onsite, installs VMware vSphere for them and virtualises their data and applications. Simac backs up each dealer's on-premise virtual machines (VMs) on site to Synology NAS, and backup copies are sent to Simac's secure, private cloud. If a dealership finds itself in a catastrophic situation such as a fire, Simac uses Veeam to restore its VMs from the cloud within four hours to minimise impact on business operations.

With Veeam, Simac not only performs restores of dealers' VMs well within the four-hour timeframe, Simac also relies on Veeam's powerful recovery capabilities to ensure availability. For example, Instant VM Recovery™ lets Simac restart a failed VM from a regular backup in minutes. With Veeam Explorer™ for Microsoft Active Directory, Exchange, SharePoint and SQL Server, Simac recovers individual items—also in minutes.

"Veeam Backup & Replication and VMware are perfect for Volvo dealers," Lonnoy said. "Like many of our clients, they want a hybrid system composed of an on-premise IT infrastructure and offsite backup copies and recovery. They want us to focus on their IT so they can focus on their business. Veeam completes our virtualisation offering to clients."

## THE RESULTS

- **Reliable, worry-free offsite backup**  
When Volvo dealers backed up their physical servers to tape, they worried about lengthy application recovery preventing them from accessing their dealer management system. Simac has assumed responsibility of backup and recovery for dealers, using Veeam Backup & Replication to back up each dealer's on-premise VMs on site. Backup copies are sent to Simac's private cloud.
- **Scalable, future-proof data recovery**  
Veeam Backup & Replication provides enterprise scalability for any size business. No matter how large each dealer's dataset grows, Veeam and Simac will back up and recover whole VMs, operating system files and individual items quickly.
- **High availability of dealer management system**  
Volvo dealers trust Veeam and Simac to deliver high availability of the key applications that enable them to focus on selling cars and taking care of customers.

## ABOUT VEEAM SOFTWARE

Veeam® has pioneered a new market of Availability for the Modern Data Center™ to help companies solve the challenges of keeping their businesses up and running at all times. Veeam enables the Always-On Business™ with solutions that provide recovery time and point objectives (RTPO™) of less than 15 minutes for virtualized applications and data.

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