



Cellcom

Investing in Business Protection

Cellcom (NYSE: CEL) is the leading cellular communications operator in Israel, serving over 2.6 million clients. From inception, Cellcom has been committed to high standards, quality service, affordable prices, reliability, and innovative technology, for every customer.

To support its long lasting reputation for its service availability and to protect its customers' assets, Cellcom is investing significant efforts and resources in data protection and disaster recovery (DR).

The Environment

Cellcom's data protection environment is exceptionally well architected and managed, with a level of awareness regarding data protection and disaster recovery that is remarkably high. Its current data protection infrastructure is based on state of the art technologies, including a dark fiber, real-time data replication, communication network, between its two data centers. The local IT team continuously maintains this fully functional disaster recovery configuration – testing it twice yearly to ensure that it can meet its business protection goals.

The Challenge

While highly sophisticated, Cellcom's infrastructure is very complex as a result of the company's recent rapid growth, inherent dependencies between its business services, business protection requirements, and multitude of applications. These interdependencies make it extremely laborious to manually audit and test the validity of the infrastructure configuration effectively.

As part of the drive to reduce the total cost of IT management, Cellcom was interested in streamlining the verification processes. Their IT staff which is highly utilized found it inefficient and impractical to manually perform the multitude of audit activities needed to ensure that the infrastructure was optimized to meet its business protection goals.

Fast Facts

Industry: Telecom

Challenges:

- Complex, rapidly growing Infrastructure
- Difficult to test and validate data protection and disaster recovery capabilities
- Strained IT operational resources

Results:

- Quick detection of multiple existing configuration gaps
- Continuous scanning to protect against future vulnerabilities
- Ensured data protection and disaster recoverability
- Resource optimization

“AvailabilityGuard demonstrated the value of an automatic gap detection technology and how it can help us better protect the critical assets of our customers,” Arie Dery, IT Infrastructure Department Manager, Cellcom

After careful review of alternative vendors and technology solutions, Cellcom chose Continuity Software® AvailabilityGuard for its unique ability to automatically conduct hundreds of tests on the data protection infrastructure, in a completely transparent fashion to users.

Quick Route to Value

The AvailabilityGuard technology was deployed in a quick, straight-forward manner in the Cellcom infrastructure by the Continuity Software team, with virtually no interruption of the Cellcom IT team. Within the first day of deployment, the AvailabilityGuard solution automatically scanned the Cellcom IT infrastructure and collected data from storage assets, servers, and databases. Using its patent pending gap detection technology, AvailabilityGuard quickly detected dozens of configuration gaps in the infrastructure of varying severities and types. The critical problems were quickly resolved by the Cellcom infrastructure team and helped mitigate the potential risk to the data protection integrity and performance of the production system. Other problems were resolved in order of importance. The AvailabilityGuard solution is now configured for continuous scanning of the infrastructure to ensure protection against newly created vulnerabilities.

Optimization brings additional value

The AvailabilityGuard technology also uses a best practices knowledgebase to automatically detect infrastructure optimization opportunities. Among optimization opportunities detected were a few terabytes of configured high-end storage no longer in use. These storage resources have now been reclaimed and re-configured by the storage administrator, allowing for better utilization of the capital expense budget. Other improvement opportunities included bandwidth utilization reduction as a result of fine tuning the replication configuration and elimination of non-production data replication between the data centers.

With AvailabilityGuard, Cellcom has improved its data protection readiness and can now verify that its data protection infrastructure meets its business protection goals at any time, while ensuring that its infrastructure and data protection resources are fully optimized.

Continuity Software

www.ContinuitySoftware.com

© 2007 Continuity Software, Inc. All rights reserved. Continuity Software and AvailabilityGuard are registered trademarks and “Data Protection Optimization” is a trademark of Continuity Software, Inc. All other trademarks are property of their owners.