

# SÜRAT KARGO

## Transportation and logistics company delivers exceptional business continuity and service supported by EMC RecoverPoint backup and recovery capabilities



### ESSENTIALS

#### Challenge

- To ensure data is continuously available, without interruption, to optimize operational effectiveness and control.

#### Solution

- EMC RecoverPoint

#### Key benefits

- Fast data recovery—over 20 times faster than legacy systems
- Automatic data backups of critical information
- Continuous data replication—recover data at any point in time
- Continuous remote replication—bi-directional block level replication across any distance
- Concurrent local and remote data protection—protect and replicate data in many local and remote site combinations for operational and disaster recovery
- Heterogeneous storage capabilities—use and access a variety of data storage solutions
- Cost effective—protect business continuity and customer service levels

Founded in 2003, Sürat Kargo is one of Turkey's leading cargo storage, logistics, and distributor services companies. The organization's success is due in large part to its commitment to customer satisfaction—through continuous investment in innovative technologies, Sürat Kargo expedites delivery of cargo packages to 228 countries within 24 hours of initial receipt.

A fleet of more than 1,000 vehicles and over 3,500 employees supports the company's commitment to high levels of nationwide service, and the results have been impressive. Sürat Kargo has demonstrated very rapid growth in a short timeframe, increasing the number of branches from 200 to 500.

To ensure seamless and uninterrupted customer service levels, the company relies on a front-to-back IT-powered tracking solution. Package-specific tracking data is vital to facilitate prompt and accurate handling, storage, and delivery.

### DRIVING TOWARD DATA EFFICIENCY

Sürat Kargo provides 24x7 operational monitoring of customer packages via a sophisticated bar code tracking system. Bar codes attached to parcels are scanned at vital points throughout the delivery process and migrated to an online tracking facility. This system enables Sürat Kargo personnel to continuously monitor unique parcels along specific journey paths, and provide journey-related data including means of shipment, current parcel location, time received at that location, and similar critical information. This data must be continuously available, without interruption, to ensure operational effectiveness and control.

While Sürat Kargo's legacy tape-based backup and recovery system could cope with most day-to-day requirements, a serious technical fault was experienced and operations were interrupted for two days due to an unforeseen event that occurred within the company's systems. Critical data was suddenly unavailable. The legacy system could not restore data quickly enough to prevent operations from being suspended.

To ensure that the impact of such an event would never be repeated, Sürat Kargo executives made a decision to invest in new IT infrastructure. They searched for an innovative solution that would facilitate business continuity by preventing loss of vital operating data. As part of their discovery process, they recognized that they also required a capability that would automatically back up data on a continuous basis, while increasing operational process efficiency. They also sought to minimize job losses. Most critically, they sought a method to quickly restore accessibility to accurate historic data in the event of downtime.

## SPEEDING ACCURATE DATA BACKUP AND RECOVERY WITH EMC RECOVERPOINT

Following their research, Sürat Kargo executives selected EMC® RecoverPoint. RecoverPoint is a powerful and continuous data protection solution for on-demand protection and recovery to any point in time. It provides a single, unified solution to protect and/or replicate data across heterogeneous storage environments. Implementation yields exceptional increases in data management control while reducing costs by expediting data recovery at local and remote sites—all while ensuring continuous data replication to a remote site without affecting performance.

**“The backup process that used to take six hours with our legacy system now takes only 15 minutes, thanks to RecoverPoint.”**

MR. SELAMI ÇOLAK  
PRODUCT MANAGER AT SÜRAT TECHNOLOGY

Sürat Kargo selected RecoverPoint because it fully met the company’s recovery and backup objectives.

“EMC RecoverPoint replicates our datasets to provide rapid and accurate backup capabilities,” says Selami Çolak, product manager at Sürat Technology. “In the event of a problem, we can quickly switch to the backup system. The system is capable of storing up to 100 previous backups. This capability enables us to go back into our data history anywhere between three to five hours prior to a failover situation. Moreover, this switching process is completed within one minute. In the event of a problem, it does not matter if we switch back to 10 minutes, one hour, or two hours ago. We can easily go back and update or replace corrupted files with their original versions.”

“We used to keep backup data on tapes and, in the event of a problem, recovered data from those tapes,” explains Mr. Gürhan Kozan, IT manager at Sürat Kargo. However, the tape backups required approximately 1 TB of space. Due to the tape medium and large data requirement, backing up data could take five to six hours minimum. Moreover, because of the time required we could only back up once a day. The EMC RecoverPoint system very much shortened this duration and allowed us to instantly restore data from the backup. Sürat Technology and EMC provided us with the performance and infrastructure we have been waiting for.”

Additionally, the heterogeneous structure of RecoverPoint also met Sürat Kargo’s storage infrastructure requirements. RecoverPoint can use, and access, various types of storage devices within the Sürat Kargo IT system. For example, while the system is working on the EMC platform, different features of the technology enable data to be backed up on an HP data storage system.

Another powerful benefit realized by Sürat Kargo is the ability of RecoverPoint to recognize a new product and to use it in a second backup system. Due to this capability, consistent replications are created and commissioned within different environments. Performing replications among different brands within its storage infrastructure provides a powerful advantage to Sürat Kargo.

The solution’s capability to back up and recover data from remote locations is also a compelling benefit to the company. RecoverPoint prevents data loss by simultaneously replicating data from even distant locations. This benefit protects Sürat Kargo’s operational effectiveness while helping to ensure reliable customer service levels.

### CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at [www.EMC.com](http://www.EMC.com).

EMC<sup>2</sup>, EMC, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2011 EMC Corporation. All rights reserved. Published in the USA. 1/11 Customer Profile H8588