

Leading Provider of Broadcast Management Solutions automates SQL Log Shipping Process using SonaSafe for SQL Server



Published: June 2004

Marketron wanted to automate the SQL log-shipping process involving multiple servers in two locations separated by hundreds of miles away. Using SonaSafe, Marketron not only automated the entire process but also was able to create a reliable standby site ready to go in case of an emergency.

Situation

Marketron International is a leading provider of broadcast management solutions for the Radio, TV and Cable industries. Marketron's fully integrated suite of sales, traffic and business intelligence solutions automates workflow from proposal to billing, enabling groups to optimize inventory and increase revenues. Today, 80% of the top broadcast groups in North America license Marketron solutions. Privately held, Marketron International has more than 225 employees, in five offices in North America.

Marketron was looking for a disaster recovery solution that could provide both backup and recovery services at their production data center facility as well as replication of data to their remote DR facility. They needed a solution that was not only simple to use and cost effective, but also safe and reliable to protect valuable data.

Solution

The customer wanted to backup more than 20 SQL servers at the primary site in San Francisco Bay area and was required to replicate them at a remote site in Salt Lake City, Utah. They were looking for a solution that would automate the SQL Log Shipping process and also the entire backup and recovery process. SQL Log Shipping is a laborious process and it took tremendous resources and time. Success of log shipping depends on the skill sets of the DBA and the data is not verified when it gets shipped to remote standby server. If the number of databases goes up, the probability of failure in log shipping also goes up. Using Sonasoftware's solution, one can create many-to-one and one-to-one standby scenarios through an automated template driven process. The customer was looking at various solutions and finally chose SonaSafe as it offered superior functionality at one fourth of the cost. Using Sonasoftware's solution, the customer is automatically updating the remote standby servers every 15 minutes.

Solution Overview

Customer Profile

Marketron International provides integrated Sales, Traffic and Business Intelligence solutions to help broadcasters transform their sales and traffic departments into strategic profit centers and fine-tune their operational effectiveness.

Business Situation

Wanted to perform SQL Log Shipping involving multiple servers reliably.

Solution

The company automated the process using Standby capability provided by SonaSafe for SQL Server

Benefits

- Automated standby process
- Automated backup
- Improved productivity
- Centralized management

Software and Services

Microsoft Windows 2000 Advanced Server
Microsoft SQL Server 2000 Standard Edition
SonaSafe for SQL Server 2.5

Hardware

The production environment relies on:

- 1 Intel Xeon 2.0GHz (Dual Option Available), 133MHz BUS, 1GB SDRAM
- 1 Sony CD-ROM - IDE 52x Enhanced IDE
- 1 Controller - IDE RAID 3Ware Escalade 7506-8 ATA
- 4 x 200GB ATA-100 IDE Hard Drives

Benefits

Marketron uses a number of Microsoft SQL Servers. As Marketron scaled up its SQL deployment of customer data, using standard backup software and manual log-shipping practices became cumbersome, time-consuming and costly. Sonasoft provided a simple solution, which was easy to use and quick to deploy. Also, SonSafe enabled Marketron to centrally manage all the servers and reliably updated the remote standby servers. Marketron was looking at various solutions, but the cost was prohibitively high. Sonasoft offered a solution which not only provided superior value but at one fourth of the cost. Using SonaSafe, the customer is automatically updating the remote standby servers every 15 minutes. Efficient compression provided by SonaSafe, reduced storage requirements by almost 85%. The customer is currently backing up 22 primary SQL servers in the San Francisco Bay area and 22 Standby servers are getting updated every 15 minutes in Salt Lake City, Utah. The size of the transactional backup frequently reaches over 1 GB in size even after compression, but SonaSafe efficiently restores the data on the standby server. When a system crashes, Marketron is able to recover it immediately to the point of failure without any data loss.

“... without impacting our production servers, SonaSafe directly and reliably updates our remote standby SQL servers”

Lawrence P. Mattos
Vice President, IT
Marketron

Productivity Gains

“Marketron’s business uses a number of Microsoft SQL Servers. As we scaled up our SQL deployment of customer data, using standard backup software and manual log-shipping practices became cumbersome, time-consuming and costly. Sonasoft provided a quick and simple solution. Using their easy-to-use and intuitive web interface to schedule the tasks, SonaSafe automatically performs full and incremental backups of our SQL servers directly to the dedicated backup server. Then, without impacting our production servers, SonaSafe directly and reliably updates our remote standby SQL servers” noted Lawrence P. Mattos, Vice President of IT at Marketron.

“The automated standby capability solved all our headaches and will for every DBA.”

Michael Bruttig
Senior Systems Engineer
Marketron

Excellent ROI

The customer has derived excellent ROI both in terms of manpower and equipment. System uptime/availability increased to 99.9% and employee satisfaction increased by 100%. Marketron is able to perform backups more frequently and also able to have remote standby servers in-sync with the primary servers almost in real time. This was achieved at a fraction of the cost compared to other solutions out in the market. “The automated standby capability solved all our headaches and will for every DBA. The value we get out of the solution is excellent” commented Michael Bruttig, Senior Systems Engineer at Marketron.

Faster Deployment

Marketron was able to deploy the solution in a few hours. The deployment was very quick and efficient. The users at Marketron became familiar with application very quickly because of the easy to use interface.

Sonasoft, Inc. revolutionized the backup and recovery process for Microsoft Servers (SQL, Exchange and File System) with its groundbreaking SonaSafe™ Point-Click Recovery™ solutions. Designed to simplify, automate, and eliminate human error in the backup and recovery process, SonaSafe solutions also centralize the management of multiple servers and cost-effectively provide a turnkey disaster recovery strategy for companies of all sizes. For more information, please visit www.sonasoft.com