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Giovanni Goduti
CA Technologies – Recovery Management
& Data Modeling Business Unit

Our address

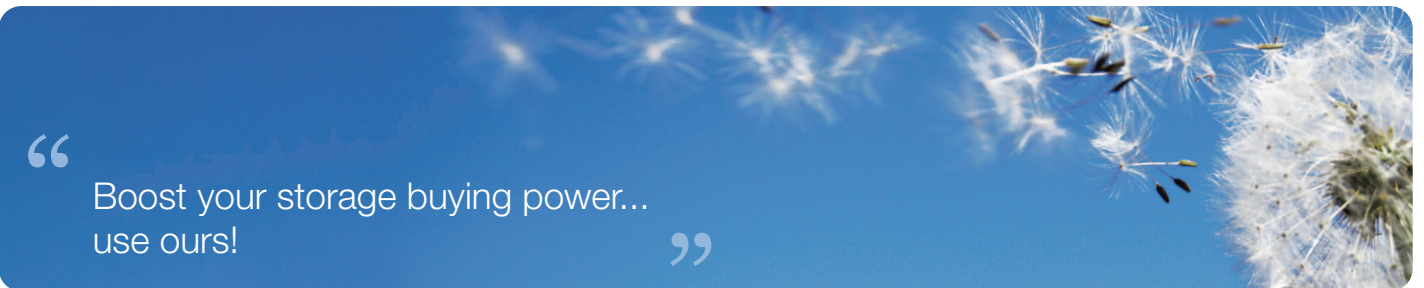
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Tourism Ireland ensures continuity of marketing campaigns with improved recovery management.



Customer Profile
Industry: Marketing
Company: Tourism Ireland
Revenue: n/a
Employees: 160

Business impact Summary

Business Impact Summary:

Tourism Ireland is responsible for marketing the island of Ireland overseas as a tourist destination of choice. Established as one of the 'six areas of co-operation' under the framework of the Belfast Agreement in April 1998, the organisation's role is to provide strategic leadership in international marketing and in the delivery of world-class marketing programmes.

Challenge:

To reach its global audience, Tourism Ireland must be able to carry out effective PR and marketing campaigns. These activities are often reliant on email, which means staff must have constant access to their inboxes – even in the event of a disaster.

Solution:

Implement a recovery management solution to replicate emails and other core operational data, thereby safeguarding business continuity and minimising business risk.

Result:

Tourism Ireland can now recover operational data within an hour compared to several days. As a result, it has been able to minimise the disruption to its marketing and PR campaigns, increase staff productivity and simplify IT management.

“All 14 of our offices are supported by the central email servers on the Dublin site. If these servers were to go down, the whole organisation would be paralysed.”

Eunan McCusker
ICT Projects Manager, Tourism Ireland

Business

An international tourist attraction

Tourism Ireland was established as one of the key areas of co-operation under the framework of the Belfast Agreement of Good Friday, April 1998. Its role is to provide strategic leadership in international marketing in order to increase tourism to Ireland in its entirety.

It is jointly funded by the Irish Government and the Northern Ireland Executive, and operates from 14 offices and a number of other locations, such as Irish embassies, around the world. Its staff are responsible for a range of activities, including brand management, Internet advertising and public relations.

In 2005, Ireland received more than eight million visitors, the majority of which were from Great Britain. Mainland Europe is the next largest market, providing almost two million visitors last year. Tourism Ireland's future plans are focused on developing markets, such as the growing economies of China and India.

Challenge

Ensuring effective marketing and PR campaigns

Like many organisations, Tourism Ireland is heavily reliant on email – not only for communication purposes but also for targeted marketing campaigns, which are a core part of its development strategy. As a result, access to email data is paramount.

Eunan McCusker, ICT Projects Manager at Tourism Ireland, comments, “All 14 of our offices are supported by the central email servers at the Dublin site. If these servers were to go down, the whole organisation would be paralysed.”

Restricted access to email inboxes would also be detrimental to the day-to-day operations of the organisation's public relations team. As McCusker explains, “Our PR team often works to very tight editorial deadlines – if we miss a deadline we miss a valuable PR opportunity and our ongoing relationship with the publication in question will suffer. Therefore, we can't afford to lose email access for more than two to three hours at the most.”

Email, however, is just one piece of the data availability jigsaw. Tourism Ireland must also safeguard the integrity and accessibility of important HR, finance and operational information.

As well as maintaining the continuity of its core marketing and PR activities, Tourism Ireland must also ensure compliance with key legislation. As part of its email marketing campaigns, Tourism Ireland stores the contact details for thousands of previous and prospective visitors from around the globe. The storage and use of this information is regulated by Data Protection Act, and must therefore not only be secure but also accessible – in case an individual makes a request under the legislation.

As the organisation's existing backup was tape-based, not only was data recovery an extremely time-consuming process, but Tourism Ireland also risked losing the data produced since the last backup, which could have a significant impact on productivity.

Solution

Safeguarding data integrity and availability

To optimise the availability of its infrastructure, Tourism Ireland decided to enhance its existing disaster recovery capabilities. Following a competitive tender, Tourism Ireland partnered with Deft to deploy a robust data protection system, which came in the shape of a recovery management solution from CA. As McCusker testifies, "CA's recovery management solution provided the most complete functionality for our purposes. Although we have an Exchange cluster, we were keen to back-up all email to a single server, and CA's solution offered this capability."

In addition to replicating the organisation's critical email data, the solution - which is based on CA XOsoft WANSync - is also used to ensure the availability of its HR, finance and public relations information, which is stored centrally on a file server in the Dublin office.

As well as helping Tourism Ireland select the right solution, Deft also implemented the technology now responsible for its ongoing management. Ian Keane, Business Development Director for Deft, comments, "We carry out regular business continuity rehearsals to verify the speed and quality of the replicated data, and are involved in an ongoing improvement programme to ensure Tourism Ireland is optimising its investment in the solution."

As part of this improvement programme, Deft helped Tourism Ireland establish a faster replication link to a dedicated datacentre, which means the organisation is able to both backup and restore data more efficiently.

To provide total peace of mind, Tourism Ireland's Exchange has also deployed CA's Assured Recovery™ option on its Exchange servers. As Keane explains: "This solution enables us to carry out regular tests on the failover servers without impacting the production environment,"

Tourism Ireland estimates that it can recover its 230 Gigabytes of email data within the hour - this would have taken up to three days hours prior to the deployment of CA's solution.

Result

Supporting future plans for expansion

Although Tourism Ireland has not had to prove the credentials of the solution in a 'disaster situation', it has carried out a range of tests with help from Deft. As a result, it estimates that it can recover its 230 gigabytes of email data within the hour - this would have taken up to three days prior to the deployment of CA's solution.

This enhanced level of business continuity and data protection has enabled Tourism Ireland to:

- Minimise disruption to marketing and PR campaigns
- Increase staff productivity
- Improve the integrity and security of customer contact details

The implementation has also simplified IT management of the organisation's infrastructure. "CA's recovery management solution enables us to focus on operational tasks without the added complication of data loss," comments McCusker.

Knowing its data is safe is essential as Tourism Ireland embarks on its expansion into more far-flung locations. As McCusker confirms, "To support our growth into new and emerging markets, we need to ensure we have the IT infrastructure to enable both our existing and potential offices to work efficiently and effectively. CA's recovery management solution provides us with the data and business continuity protection we need to do this."



About Deft

Deft is an IT Professional Services company specialising in Enterprise Infrastructure, Security, Disaster Recovery and Systems Management solutions.
