Market Force Meets Retention Needs with ProStor's InfiniVault

Founded in January 2005, Market Force Information is a leading global provider of actionable, in-store customer experience information for major retailers, restaurants, convenience stores, financial institutions, wireless telecommunications, and consumer packaged goods companies. Market Force Information provides clients with a more holistic and multi-dimensional view of the customer experience than has ever been delivered before.

Headquartered in Boulder, CO, Market Force Information is a privately held company with mystery shopping operations based in Norcross, Georgia and The Woodlands, Texas. Market Force supports global operations in all 50 states and 13 countries across the Americas, Europe and the Pacific Rim.

Market Force Information has an aggressive growth strategy based on the acquisition of companies in fields such as mystery shopping, market research and Internet survey solutions, coupled with the creation of new, innovative information products that extend the company's ability to deliver in-store customer experience information and insights.

Along with the acquisitions, Market Force has invested heavily in technology and product innovation, releasing its first ground-breaking syndicated research product, Retail Insights, in Q1 of 2007.

Market Force Infrastructure and the Prostor's InfiniVault

Market Force maintains a sophisticated IT infrastructure. They pride themselves on the performance and security of the "mystery shopper" data they collect, analyze and manage for their customers, including McDonald's and Pet Smart. Due to their strategy to grow partly through acquisitions, they also inherit legacy data and applications each time.

Market Force's data centers are Windows-based with some Linux for certain applications. They have two data centers, one in Thornton, CO and one in Alpharetta, GA. Their primary storage is an EMC system. Everything is clustered in their environment. All data that touches the customer is safe and secure. Backups are disk-based (5-8 terabytes of data backed up daily) using a network architecture with multiple quad-NIC cards that delivers very fast backups. Once a month they make a backup copy from each data center to the other for disaster recovery.

As part of a recent IT upgrade, they purchased backup and archiving software applications from CommVault. With the addition of the ProStor InfiniVault Model 30, they have a complete archive solution in place to meet their data retention and compliance needs. Their ProStor InfiniVault is located in Alpharetta, but managed remotely from Boulder.

Steve Calderoni, Director of IT at Market Force, likes the ProStor InfiniVault system for a number of reasons including:

- The design of ProStor's InfiniVault as a dedicated appliance

Organization:
Market Force Information

Industry:
Retail Services

Application:
Business Data Archiving

Solution:
ProStor's InfiniVault Model 30

Software:
CommVault Data Archiver for File Systems and Data Archiver for Exchange

for archiving – with integrated tiers of storage (online and offline), WORM capabilities for data immutability and the ability to meet a variety of compliance requirements.

- The fact that ProStor's InfiniVault provides a removable data preservation solution that is not tape-based. It is also more intel-

ligent than any tape alternative such as its ability to send an email when a new RDX cartridge is needed.

- The size of the appliance – so small and compact for all the functions it performs. The InfiniVault is consuming minimal space in the co-located facility.

The first application for Market Force's archive solution is the rapidly growing amount of mystery shopping receipts. They currently have over 400 GB of this type of data in their Alpharetta data center. It is growing by 5 GB per week. The business processes dictate that the company retains this type on information for seven years as a business practice and to meet Sarbanes-Oxley requirements. Over 70 percent of this data is immediately available to be archived.

Key to the success of Market Force's archiving solution is the fact that ProStor's InfiniVault works with the CommVault Data

Archiver products. MarketForce is impressed with the simple, straightforward integration of the two products as an integrated archiving solution.

ProStor's InfiniVault Benefits

Steve has identified a number of benefits the ProStor InfiniVault provides Market Force. These benefits include:

- The ProStor InfiniVault is easy to use. It is simple for less experienced storage administrators to perform their tasks while offering more experienced administrators the ability to dig deeper into its functionality.

- Market Force no longer has to expand LUNs for CIFS file systems as they fill up since the LUNs are kept to a reasonable size through active archiving.

- Restore times for file systems will be faster since the amount of restored data will be much

smaller because the static data is moved to and protected by the ProStor's InfiniVault.

- Market Force is able to meet their legal and business data retention requirements and support any eDiscovery requests that might arise.

- They budgeted for 4 Dell DAEs in 2008 and now need only one – a 75 percent savings

Conclusion

Being recognized as a leading IT shop, Market Force is often invited to evaluate new products from companies.

"When I heard about the ProStor InfiniVault, I thought that it would be a perfect solution for our environment," said Steve Calderoni. "Once we complete our initial implementation in the Georgia data center, we plan to purchase a second ProStor InfiniVault for our Colorado data center."

The InfiniVault Product Family

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