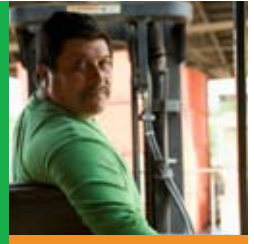


MRS CROCKET'S FINDS A FRESH APPROACH TO DISASTER RECOVERY WITH CLASSIC BLUE



OVERVIEW

■ THE CHALLENGE

Leading Australian fresh food manufacturer Mrs Crocket's wanted to reduce the risk of systems failure to its business. In the event of a disaster, it needed a way to recover its IT and call centre systems in its Brisbane head office.

■ SOLUTION

Mrs Crocket's signed a two-year agreement with IBM subsidiary Classic Blue for Business Continuity and Resiliency Services. If needed, Classic Blue could host vital business applications at its Brisbane data centre and provide phones and workstations for 25 call centre and management staff.

■ BENEFITS

The agreement gives Mrs Crocket's confidence it can continue operations in the event of a disaster. The enterprise resource planning application can be restored within 24 hours. Mrs Crocket's can continue operations with the knowledge that it can avoid financial and brand losses that would result from a serious systems outage.

■ KEY SOLUTION COMPONENTS

Industry: Manufacturing

Hardware: IBM® BladeCenter®, IBM System iSeries Server

Services: Classic Blue®

About Mrs Crocket's

Mrs Crocket's is an Australian owned and operated fresh chilled foods manufacturer and distributor. Established in 1983 by Queensland brothers John and Philip George, the company began in a small factory on the Gold Coast producing bulk salad mixes. Today, Mrs Crocket's is one of Australia's largest companies with more than 300 employees and manufacturing plants in Brisbane and Melbourne. It is Australia's leading manufacturer and distributor of pre-packaged fresh salads and vegetable mashes, which it sells through retail, food service and fast food companies.

Ensuring fresh food supplies to Australians

Like most modern manufacturers, Mrs Crocket's relies heavily on information technology for its operations. The company uses an enterprise resource planning (ERP) system running on an IBM System iSeries server to handle the entire process of receiving, processing and fulfilling customer orders, and to manage invoicing and financial planning tasks. A variety of other critical services run on an IBM BladeCenter server running four Citrix servers.

"Most of our business comes from Australia's two biggest supermarket chains, Coles and Woolworths," says Cyril Donzenac, Systems Administrator, Mrs Crocket's. "For cost reduction purposes, they insist on electronic ordering and supply chain integration.

"As such, we must be sure we can accept and fulfil their orders at our manufacturing plants in Brisbane and Melbourne, no matter what happens. Our company relies heavily on its ERP system and we would struggle to operate if anything happened to it."



Mrs Crocket's collaborates with IBM Classic Blue

Mrs Crocket's evaluated three disaster recovery facilities in Brisbane in early 2006 before selecting Business Continuity and Resiliency Services coverage from Classic Blue, a subsidiary of IBM.

"Classic Blue's facilities were far superior to the others; no one could match what they offered," says Donzenac.

Under the agreement, whenever Mrs Crocket's IT systems become unavailable, Classic Blue can host the manufacturer's vital business applications on servers at the Classic Blue data centre in Brisbane. Phones and workstations for Mrs Crocket's 25 call centre and management staff can also be supplied, and the company's phones and data connections can be redirected for the duration of an outage.

A tailor-made plan for disaster recovery

"We calculated how much per hour Mrs Crocket's would lose if operations were shut down and used that to determine how much we should spend on disaster recovery," says Donzenac. "We looked at how long it would take us to recover using a shared hosting environment and whether we could continue operations manually while that was happening."

Due to the complexities of rebuilding the System i environment, which requires the operating system, patches and applications in a particular order, Classic Blue and Mrs Crocket's worked out it would take up to 24 hours to recover to full operation.

"We looked at our internal processes and found a 24-hour turnaround would not seriously affect our business," says Donzenac.

"Our manufacturing could fall back to manual processes and orders from our customers are quite predictable. Our busiest period is in summer when there's a rise in temperature. There is more demand for salads from things like summer BBQs and family holidays such as Christmas and Easter."

Classic Blue and Mrs Crocket's have since conducted two full tests of the disaster recovery process, documenting the problems encountered and the solutions developed to address them.

Facilities and skilled staff available as required

The Business Continuity and Resiliency Services agreement with Classic Blue gives Mrs Crocket's confidence it can continue operations and minimise the financial and brand losses that would result from a serious systems outage.

Mrs Crocket's now has a fully documented disaster recovery procedure and set of timelines. Classic Blue also provided templates for common processes that encapsulated more than 10 years of experience in disaster recovery services.

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To recover as quickly as possible, we contacted Classic Blue and borrowed two replacement servers from their Brisbane data centre.”

- Cyril Donzenac, Systems Administrator,
Mrs Crocket's



The IT department can now guarantee to the company board that it will have office and call centre staff up and running with internet, file and email access within four hours of initiating the disaster recovery process. The ERP application can be restored within 24 hours.



Recovery from power outage in one hour

Mrs Crocket's put Classic Blue to the test in October 2007 when an overloaded power system at its Brisbane head office caused a total power outage.

"All our systems went down and in the process we lost two xSeries servers," says Donzenac. "To recover as quickly as possible, we contacted Classic Blue and borrowed two replacement servers from their Brisbane data centre. We swapped out our discs and were back up and running in one hour. It was fast enough to not create any inconvenience. We replaced them later with a BladeCenter server."

"After the power outage our staff ensured their critical systems were up and running quickly," says Ian Martin, Business Development Manager, IBM Global Technology Services. "Classic Blue staff are available 24 hours a day to provide technical advice and assistance."

Regular testing identified potential hiccups in the disaster recovery plan and allowed Classic Blue and Mrs Crocket's staff to become familiar with each other and the processes required.

"Each year we test our disaster recovery plan to ensure the correct processes are in place," says Donzenac. "Our IT staff learned a lot of things in the tests that they wouldn't from running and maintaining the systems day to day."

Catering for multiple locations

"Most companies today run a very lean IT shop," says Martin. "When it comes to testing or implementing a disaster recovery plan, they're under a great deal more pressure than in their day-to-day operations. That's when they need extra resources from skilled professionals like IBM Classic Blue.

"With data centres in Adelaide, Brisbane, Melbourne and Sydney, Classic Blue can provide these resources to companies like Mrs Crocket's that have multiple locations around the country. For customers that require the highest levels of availability, we can mirror services between two data centres."

For more information

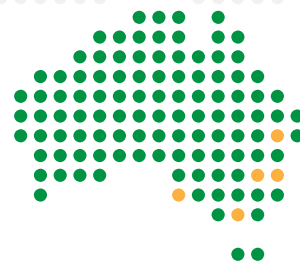
To find out more contact your Classic Blue or IBM sales representative or visit:

www.classicblue.com.au

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*- Ian Martin, Business Development Manager,
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- Cyril Donzenac,
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