



**IBC INTERNATIONAL
BAR CODING SYSTEMS &
CONSULTING**

CASE STUDY

**Prepared by:
Jaime Case**

Protect Your Data

SECURE YOUR BUSINESS



MITIGATION OF NATURAL DISASTERS AND FORCES MAJEURES

The importance of protecting your data cannot be overstated—as anybody who has ever lost even a day's worth of data can attest.



THE SITUATION

In 2015, a series of liquor store franchises in Kansas state were upgrading their on premise servers.

Each site was independently owned with their own server and hard drive. Their transaction information was backed up daily and stored on a corporate server off-site, but their individual customer data was kept on each individual server at the store location.

We reviewed all of their options with them from minimum recommendations to optimal solutions.

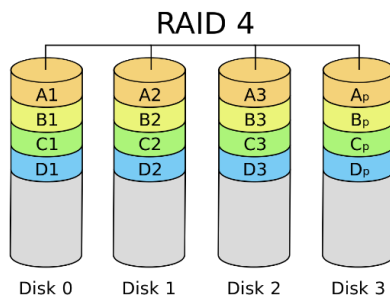
The decisions on their server options fell into three main categories: hard drive configuration, type of hard drive, and storage options.





Hard Drive Configuration

Redundant Array of Independent Disks (RAID) is a data storage technology combining multiple physical disk drive components into an array of disk drives. This has the benefit of improving performance and reducing the risk of lost data.



RAID 0 has no built-in redundancies and the risk of data loss is large. As a result, our minimum recommendation is always RAID 1. The optimal hard drive configuration is dependent on each individual or business's specific situation.



Type of Hard Drive

A solid state drive (SSD) is a more expensive option, but it reads and writes data much faster than the hard disk drive (HDD). The liquor stores opted for a solid state drive.



Storage Options

Redundant Drives

Minimum back up recommended. No off-site storage options.

Secure Thumb Drive

A dedicated thumb drive has the benefit of being stored off site.

Hot Swap Removable Drives

Daily backup and storage of data that can be taken off-site. More secure than a thumb drive.

Cloud-based Backup

Easy, off site storage. Potential issue: security.



SOLUTION

The liquor store franchise owners decided on a Data Management Plan with a RAID configuration that provided redundancies and a secure thumb drive for data backup & off-site storage.

WHY IT MATTERED

Two years after the new server with redundant hard drives and off-site back up options were implemented, a tornado hit, wiping out all of the data from the hard drives. Thankfully, a data backup had been completed and stored off-site on the dedicated secure thumb drives.



Customer data is extremely valuable and represented a large part of their brand. Information on tastings, customer purchase cycles, seasonal and product trends, price points, and their loyalty program was all valuable information they were able to recover.



SUMMARY

PREPARING FOR DISASTER
IS THE SMART MOVE.

"Hope for the best, prepare for the worst" was never more true than in the case of your data.

For many of us, the data we spend years collecting is priceless. Taking steps to protect your data isn't just a recommendation, it is essential to the longevity and survival of your business.

Solutions can be custom-designed to suit your specific situation depending on your industry, number of users, and even location.

INTERNATIONAL BAR
CODING SYSTEMS &
CONSULTING INC.

```
p:1%;position:abs  
createElement("div  
lay:inline;zoom:1"  
=null,t}());var 0=  
]={},l||(p[f].toJS  
tData(e)){var r,i.  
|(delete s[u].data  
e){return e=e.nodeT  
==e.nodeType) retur  
)))}{for(r=0.attri  
{b.data(this,e,n)  
0:"false"==r?!1:  
n=(n||"fx")+"queue"  
&&(i=n.shift(),r=  
n)}}))}})),b.fn.ev  
unction(e){return  
i=1,o=b.Deferred()  
|button|object)§/§  
attr,e,t,arguments  
(function(){try{th  
,r=1===n.nodeType  
s.each(function(t)  
m(r):""}return thi  
=0,s=b(this),unt,§  
e=this.className||  
return i&&§
```