



Promotica promotes its IT to the next level with a new Syneto hyperconverged infrastructure

Overview

Company: Promotica

Location: Italy

The Challenge

- achieve complete data protection
- consolidate IT infrastructure
- simplify IT management

The Solution

- **Instant Backups** of all the company's data.
- **IT consolidation:** with an all-in-one HCI
- **One-click management:** for app deployment, backup, and recovery.

Customer Profile

Promotica was founded in 2003 and is one of Italy's leading marketing agencies specialized on customer retention.

Promotica carries out marketing campaigns that include: planning promotional operations, creating communication campaigns, monitoring campaign data, measuring results, managing legal and fiscal aspects - in addition to the provision of prizes.

The Challenge

Promotica needed a new IT infrastructure that would offer reliable data protection. They had also wanted to move away from a decentralised IT infrastructure to a consolidated one.

The data that the company was using consisted mainly of databases and image files. The new IT solution would have to provide easy management of this data while offering complete data protection.

As the company wanted to simplify all of their IT operations, the IT team at Promotica was also looking for a solution that would require low maintenance times.

The Solution

Promotica has chosen an integrated Syneto solution with built-in Disaster Recovery capabilities. This integrated solution has successfully consolidated all of the company's IT resources.

The team at Promotica found the solution attractive due to the low backup and restore times it offered, but also due to its ease of management. One-click management ensures that the product requires little of the IT team's time. The fact that the product

offers Microsoft Shadow Copy integration has also been an attractive feature.

At the moment, all of Promotica's data is protected by the Syneto solution. Should the company ever suffer from downtime, everything can be recovered within 15 minutes since the "disaster" occurred.

After the initial purchase, the company has added one more Syneto solution, in order to achieve reliable remote Disaster Recovery.

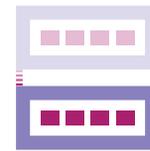
"Our new Syneto solution is easy to use, reliable and offers us the support services we've needed. All in all, the solution has offered us quality and functionality at a fair price."

- **Diego Toscani** - General Manager, Promotica



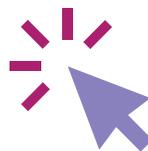
Instant automatic backups

of all the data (files and applications) on the infrastructure.



IT Consolidation

The company now uses a single HCI for all their internal IT services.



One-click management

Deploy applications, create backups, restore and recover data with just one click.

syneto

Simplify • Accelerate • Protect

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Syneto creates technologies which Simplify, Accelerate and Protect IT operations. We take the latest, cutting-edge enterprise IT technologies and combine them with an incredible level of management simplicity and operational agility to deliver uncompromising simplicity, speed and security. A demonstration of how smart IT can be.

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