



## **PFD Food Services opens the door to Amazon S3 Cloud Storage through Commvault**

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- **Integration with Amazon S3 delivers savings and reliability to PFD Food Services**
- **Achieves 34 percent reduction in tape management related costs**
- **Business continuity and durability assured for strategic information assets**

SYDNEY, Oct. 15, 2015 /PRNewswire/ -- [Commvault](#) (NASDAQ: CVLT), a global leader in enterprise data protection and information management, has today announced that PFD Food Services, the largest privately-owned food distributor in Australia, is using Commvault to ensure the protection and high availability of its strategic data assets in its journey to the cloud.

A leader in enterprise data protection and information management

To support business growth and respond to the changing demands of the industry, PFD sought to modernise its data management strategy and information infrastructure, ensuring speed and flexibility.

"Food distribution is a fast and often unforgiving business; there is a narrow window to match supply and demand for customers, while the market is fiercely competitive," said Richard Cohen, Chief Information Officer of PFD. "We have to do everything we can to give ourselves that competitive advantage, which means the free flow of strategic business information. Systems downtime is simply not an option."

The modernisation of the food distributor's data management strategy has coincided with the establishment of a second data centre, acting as a source for essential back-ups, decreasing the risk significantly. The data centre also operates as a corporate hot site, providing rapid up-to-the-minute failover if required.

Rolling out in a staged approach alongside trusted advisor Venn IT, PFD initially ran backups to tape in parallel with backups to Amazon S3 cloud storage, allowing them to demonstrate the technical viability as well as cost comparison. The company has since moved away from tape completely and by leveraging Amazon S3 and Commvault, they have stripped out 34 percent in costs from tape management, media handling, storage and resources due to manual intervention.

"The team at Venn IT enabled a programmatic approach to modernising our information management strategy, and Commvault was critical through this process of transitioning data across tape, disk and now cloud," said Cohen. "The functionality and technical maturity of Commvault gave us the assurance to seamlessly take the next step to embrace Amazon's S3 cloud storage - Again helping us reduce costs and risk further, while ensuring business continuity."

Cohen says the business has confidence that if there is a failure in the primary data centre, the data stored in the cloud can be up and running within an hour. Following the success of this migration, Venn IT will help Cohen achieve further cost savings by archiving older files to Amazon's Glacier cloud storage platform.

Cohen said, "Our goal is to provide the business with a reliable, resilient and risk-free environment – taking a programmatic approach to data management. We have achieved this by harnessing state of the art technology to strip out costs, modernise our information strategy and guarantee durability and protection of our strategic data assets."

"Many customers like PFD Food Services want trusted advice as they take their journey to the cloud – Commvault is that trusted partner. We have strong integration with Amazon Web Services, and are proud to provide PFD with the simplicity and assurance to take their data management to the next level with Commvault and AWS," said Bryan Stibbard, Area Vice President for Commvault Australia and New Zealand.

### **About Commvault**

A singular vision — a belief in a better way to address current and future data management needs — guides Commvault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. Commvault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. Commvault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer. Information about Commvault is available at <http://www.commvault.com>. Commvault's corporate headquarters is located in Tinton Falls, New Jersey in the United States.

### **About PFD Food Services**

PFD Food Services has a rich and varied history, tracing its origins back to 1864 when the business sold fresh fish in Melbourne. Over the years the company has grown substantially, especially since the 1970's when the current owner, Rick Smith, took the reins, and has grown the company to be Australia's largest privately owned fresh and frozen food distributor with \$1.5 billion turnover, 2,200 staff and over 65 sites across Australia.

### **Safe Harbor Statement**

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