

## DATA PROTECTION THAT PAYS FOR ITSELF

### COMPANY

HITACHI CONSULTING CORP.

### CLIENT

MICHAEL SHISKO  
DIRECTOR OF IT

### INDUSTRY

BUSINESS AND IT  
CONSULTING

“Essentially, I’m looking at one billable hour per employee per year to pay for Connected™ Subscription Service, which is nothing compared to the time it takes if that employee loses their hard drive, if their laptop is stolen or if they install something and just destroy their system. The time and effort it saves more than pays for itself.

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# DATA PROTECTION THAT PAYS FOR ITSELF

## USER DATA PROTECTION SAVES SERVERS

» **The relationship between Connected and Hitachi Consulting is actually older than Hitachi Consulting itself, having begun when Michael Shisko and all the original Hitachi Consulting staff were Grant Thornton employees.** "I was at Grant Thornton and received a Connected flyer in the mail: 'Install the software and use it free for 30 days.' I did and thought, 'Wow, this is terrific.' It solved the problem we were facing, which was trying to encourage people to store more data on their laptops, instead of sending it all to our exchange servers."



» **Grant Thornton was facing a chronic data storage overload, and looking for ways to lessen the burden on their data center.** "Connected was actually installed as a backup solution to protect laptop data. At that point we told people to move data to their laptops, knowing they would be protected. It allowed us to ease the burden on our exchange servers and other data servers."

» **It wasn't long before Grant Thornton realized other immediate benefits of PC data protection.** "The original impetus was to ease the burden on the exchange servers. But the desire to back up laptops and take some of the support burden off IT staff and remove the trauma of somebody's hard drive crashing and burning was very real."

» **After 20 years as the consulting arm of Grant Thornton, Hitachi Consulting was incorporated in November 2000 when Grant Thornton sold its consulting organization to Hitachi.**

## PROACTIVELY PREVENTING USER DATA LOSS

» **Hitachi Consulting's need for PC user data protection was clear from the start.**

"Connected was deployed from the beginning. When Hitachi Consulting was formed and I came on as the IT director, one of the big



questions was, 'What software should we use?' We put together a list. And it was Windows 2000, Office 2000. We said, 'Fine, we'll make that part of our standard image, and Connected. This is something we should do and it should be there from the beginning.' And it has been. Connected has been on every computer Hitachi Consulting has ever owned." » **Other companies offering PC data protection were not seriously considered.** "The decision to use backup software on the laptops was not one that we had to spend a lot of time on; selecting the vendor was one we spent no time on. We knew Connected worked. We knew it had worked very well for Grant Thornton. We knew we wanted to do it, so we just did it. At Grant Thornton, I'd done some trials with other products; none of them seemed to do as good a job or be as easy to use as Connected." » **The ease of implementing Connected Subscription Service was key to the decision.** "The fact that Connected provides an outsourced solution fell right into the model we were using to build our infrastructure. We were able to roll out Connected before we had any additional IT staff. We didn't have to take the time to build a data center and bring servers online and everything that goes along with that. It was literally plug and play."

» **Connected's scalability has also been a great advantage.**

"It's all very flexible. In just two years of existence, we have essentially doubled in size. If I had asked two years ago, 'How big will we be?' and sized a system, one of two things would have happened: either I would have bought a whole bunch of hardware we didn't need, or I would have been upgrading as we grew, adding 200 employees and then downsizing through attrition and rightsizing the organization; people come, people leave, and so the whole up-down-up-down would have been very difficult to manage. Connected Subscription Service gives us flexibility and availability when we need it. No more headaches." » **Connected DataProtector™ offers Hitachi Consulting automatic data protection that works even over dial-up connections.** "In our environment people are mobile, so PC backup really is the critical piece, because there are people who just are never in their office. You know, they are out on the road and we never see them."

» **User-friendly data retrieval also helps.**

"We have at least one person every week who has to have their laptop restored."

» **Even experienced consultants suffer their share of data disasters.** "For whatever reason: it crashed, it burned, it was lost, stolen. 'I installed some software and now nothing works,' or 'Now I can't boot it up.' On a pretty regular basis we have machines coming back in that need to be restored. So from a disaster recovery perspective, Connected is being used on a very regular basis. How often is it being used by the person who just happened to delete a file and wants to get it back? A lot more often than we like to think."



**“The other side of ROI is if somebody’s laptop is stolen or cracked, it may have the only copy of some document or the source code for some client. How much is that worth? Well I don’t know. If it’s a two million-dollar gig, then is it worth the whole two million dollars?”**

— MICHAEL SHISKO, DIRECTOR OF IT

**CONSIDERING ROI**

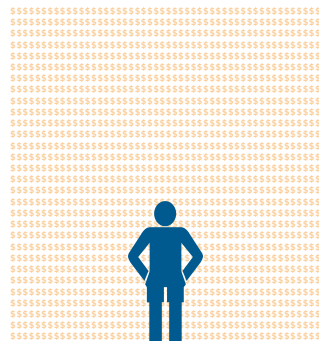
» **Mr. Shisko has a compelling argument to support Hitachi Consulting’s investment in Connected.** “I know that Connected charges us – per person, per year – a little bit less than the average hourly rate we bill our clients. So, essentially, I’m looking at one billable hour per employee per year to pay for the service, which is nothing compared to the time it takes if they lose their hard drives, if their laptop is stolen or if they install something and just destroy their system. The time and effort it saves more than pays for itself on an individual basis. So from a cost perspective, it’s easy to justify the service.” » **When asked if he has hard ROI figures, Mr. Shisko does the math for us.** “I’ve got an employee who works 2000 hours a year; we like to keep him 75% utilized. That’s 1500 hours per year we want that person available. I need just one of those 1500 hours to pay for Connected DataProtector for that employee. For that investment, when he loses his laptop or his data becomes corrupted, I can restore him and get him back to being productive almost instantly. When we weigh that against trying to restore data without the Connected solution, it really becomes a no-brainer. The payback is so immediate that we don’t have to do it.” » **He points out that, in the business world, there’s more to returning an investment than simply keeping his people productive.** “The other side of ROI is if somebody’s laptop is stolen or cracked, it may have the only copy of some document or the source code for some client. How much is that worth? Well I don’t know. If it’s a two million-dollar gig, then is it worth the whole two million dollars?”

» **Mr. Shisko also notes how rapidly he sees a return on his Connected investment.** “The system scales to the number of users and the amount of data we put on it. Just as an example, we bought a group of management companies and picked up 275 employees who started on Monday. They weren’t here on Friday, they were here on Monday. We shipped out 275 new laptops and bingo! We’re ready to go. And you know, it really didn’t matter if they all backed up 20 gigs on Monday afternoon. It would never really be an issue.” » **The scalability of the Connected Subscription Service eases the burden on Mr. Shisko’s IT staff.** “The Service scales totally seamlessly with no work on our end – I don’t have to do any advanced planning or capacity planning or management. It’s just not my problem.” » **Mr. Shisko points out one disadvantage of using Subscription Service over Licensed Software.** “Actually, the one downside to hosting is you don’t really get a feel for just how sophisticated the software really is.”

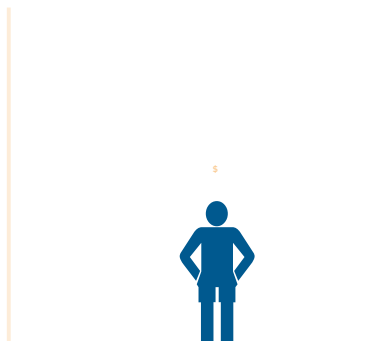
**APPRECIATION FOR ADVANCED TECHNOLOGY**

» **Hitachi Consulting has come to appreciate our patented technologies, including Delta Block® (which saves only changes to existing files, rather than re-sending whole files) and SendOnce® (which creates a shared pool of common files, and so prevents multiple saves of identical documents).** “Say I’ve got two gigs of new data. Because of Delta Block and SendOnce that’s only going to be about 800K, and that’s going to compress down to something like 32K, so my actual backup time is almost instantaneous, and yet I backed up a significant amount of data. So watching that whole process – actually seeing it and getting an appreciation for what the technology is doing – that it works as well as it does is a testament to the design of the software.” » **Like all IT professionals, Mr. Shisko is wary of the claims made by software providers.** “If the reality of most software were even 80% of the promise, I think some days I would be happy. In Connected’s case, the reality is very close to 100% of the promise.”

**ROI: ONE YEAR OF SECURITY FOR ONE HOUR OF WORK**



Consultants bill 1500 hours per year.



One billable hour pays for one year of Connected DataProtector Subscription Service, including EmailOptimizer.

**A complete year of automatic user data protection, category-leading data reduction and on-demand data retrieval is paid for in a single billable hour.**





#### ABOUT CONNECTED™

Connected Corporation provides storage software that helps companies take control of the massive growth in enterprise storage resulting from user data and email files. Through patented data reduction technology that allows all the information from 20,000 PCs to be automatically captured, stored, and quickly retrieved from a single data center server pair, Connected substantially reduces enterprise storage requirements, addresses the file and email server storage growth problem, and prevents data loss. Hundreds of the world's largest corporations, including Boeing, Citgo Petroleum, EMC, Goodrich, Hewlett-Packard, Iron Mountain, PeopleSoft, SAP, Schlumberger and T-Systems depend on Connected to protect and centrally manage their PC data assets, while driving down the costs and burdens associated with storing enterprise data. The company's solution, Connected DataProtector™ with EmailOptimizer™ is offered as a subscription service or as licensed software. Connected is based in Framingham, Massachusetts, with multiple U.S. and international offices.

LEARN MORE ABOUT A CONNECTED SOLUTION TO FIT YOUR NEEDS. PHONE US OR VISIT [WWW.CONNECTED.COM](http://WWW.CONNECTED.COM)

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