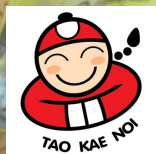


# CUSTOMER STORY

”

“With Vinchin Backup & Recovery, we manage to schedule the automated VMware backup quickly and easily. The solution also accomplishes what we expect from the DR plan and execution. The speed and agility of the solution are phenomenal, and its management interface works amazingly as well. It is indeed a powerful tool for VMware data protection.”



Retail  
VMware

Onsite IT Engineer

Taokaenoi Food & Marketing Public Company Limited

## Business Challenge

Founded in 2004 and listed on the Stock Exchange of Thailand in 2015, Taokaenoi Food & Marketing Public Company Limited (Taokaenoi) is a food manufacturer and distributor of crispy seaweed snack products, the largest seaweed snacks brand and the third-largest savory snacks company in Thailand that is exported to over 37 countries. The company has two domestic factories covering 16,000 square meters with more than 2,000 employees.

With the rise of IoT (Internet of Things) and industry 4.0, food producers are digitalizing their production floors with eCommerce, autonomous equipment, and food management solutions to optimize supply chain operations and manufacturing procedures. Real-time monitoring, big data analytics, and artificial intelligence enable the modernized food processing for Taokaenoi.

Data arising from these types of equipment and technologies play a significant role in predicting food production, preferred favors, and other data-driven decisions. Taokaenoi puts them on VMware to preserve and protect. The previous data solution barely met the operational standards but was far from streamlining the backup and recovery.

The Onsite IT Engineer complained, “The backup is all but efficient over time. We backed up well enough for everyday purposes. But as time passes it’s clunky and when a problem arises, the old solution is not intuitive enough to get to the issue. Whilst its deployment isn’t as straightforward as it used to be.”

## Vinchin Solution

After a detailed search and comparison, the team finally chose Vinchin Backup & Recovery. Its IT Engineer explained, “The software is not only lightweight to set up, which took us less than 20 minutes and we’re done. It also has a little learning curve. The user interface, needless to say, is clean and intuitive enough for centralized management. But what draws our attention is its performance in VMware backup and recovery. Quick and intelligent.”

Taokaenoi employs the CBT-aided forever incremental backup based on initial full backup through HotAdd transmission dedicated for VMware to streamline and accelerate the backup process. HotAdd allows memory to be added while a VM is running without downtime. Add to it the CBT (Changed Block Tracking) the backup efficiency is lifted tremendously. During the process, job alerts notification and backup schedules are enabled by the company to automate the backup with few human interventions.

The more advancements in computerized food manufacturing technology have cemented automation, the fewer interruptions to the business and production line the company can afford. The recovery ability, speed, and data integrity behind the business continuity are keys. Vinchin Backup & Recovery prepares offsite backup copy and instant recovery to handle undesirable situations. The offsite backup copy works when the primary backups fail in a disaster. While instant recovery, as its name implies, can resume a broken workload in seconds. What deserves to be mentioned is the various discovery resources that originate from full, incremental, differential backups, offsite backup copy, and archived data.

As the IT Engineer said, “Vinchin Backup & Recovery is very customizable when it comes to configuration, backup, and recovery strategies. I love how easy and smart it is.”

## >>>> Result

By providing HotAdd VMware-specific transport, CBT-driven incremental backup, and job mail alerts, Vinchin Backup & Recovery facilitates backup for the business. The software also offers rapid recovery and offsite backup copy to protect data from natural disasters, human errors, and system failures. The IT Engineer said at last, “Vinchin Backup & Recovery is the perfect solution for VMware auto-backup process and also our peace of mind confronting emergencies with its recovery features.”

Question? Need support?

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