

Case Study

La Senza



La Senza is the UK's leading high street lingerie store. The 'La Senza experience' runs through every area of the business, from intimate, feminine stores to friendly, knowledgeable customer advisors and La Senza's unique free gift wrapping service. La Senza currently has over 180 stores in the UK and Eire. Added to this, the brand is also represented by 50 franchise stores across 17 European countries, as diverse as Holland, Portugal, Gibraltar, Iceland, Denmark, Norway, Greece, and Croatia, as well as the website, www.lasenza.co.uk, a multi-million pound business in its own right.

La Senza is Secured by SecurStore

La Senza is one of the UK's largest high street retailers of luxurious, affordable women's underwear, nightwear and swimwear. As with any business in the current technology driven climate, information, data and applications are vital to La Senza's daily operations.

To safeguard its business La Senza has chosen the cloud data backup and recovery specialist, SecurStore, to back up its business critical data and applications. SecurStore provides highly efficient and cost effective cloud data backup and recovery with the ability to recover any part or all of a customer's data at any time. The backup and recovery schedule is decided by La Senza, enabling the SecurStore solution to effectively manage itself thanks to an automated and encrypted data transfer. La Senza will be specifically using SecurStore to protect its business data and critical applications including Microsoft Exchange and SQL databases.

How does it work?

Using storage technologies such as common file elimination, compression, continuous data protection and de-duplication, SecurStore will provide La Senza with a robust and streamlined data backup process. SecurStore compresses and de-duplicates all the data to be backed up ensuring no time and money is wasted by backing up data unnecessarily. SecurStore's flexible approach means that the scale of data to be backed up can be continually increased or reduced according to La Senza's requirements and the backup schedule that determines when data is transmitted for backup can be entirely controlled by La Senza.

How does the SecurStore service optimise cost and recovery time?

Using SecurStore is all about efficiency and optimisation for businesses like La Senza. For example SecurStore's multi tier storage model ensures that vital data is stored in the primary tier for instant recovery, while less critical data is archived to the secondary and cheaper tier for recovery within a 24 hour time period.

// SecurStore stood out from the competition in every way. //

// Like most businesses our data and applications are absolutely crucial to everything we do. From day to day operations to our future strategy we are dependent on consistently resilient, flexible and secure storage of, and access, to our data. Confronted with such an important decision we did a detailed market search and analysis of cloud data backup and recovery providers. We were keen to find a company that was more than just a provider but fitted more as a partner.

SecurStore stood out from the competition in every way. With a secure and bespoke backup and recovery procedure as well as a flexible and innovative pricing structure, we had no hesitation in choosing SecurStore as our trusted partner. **//**

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