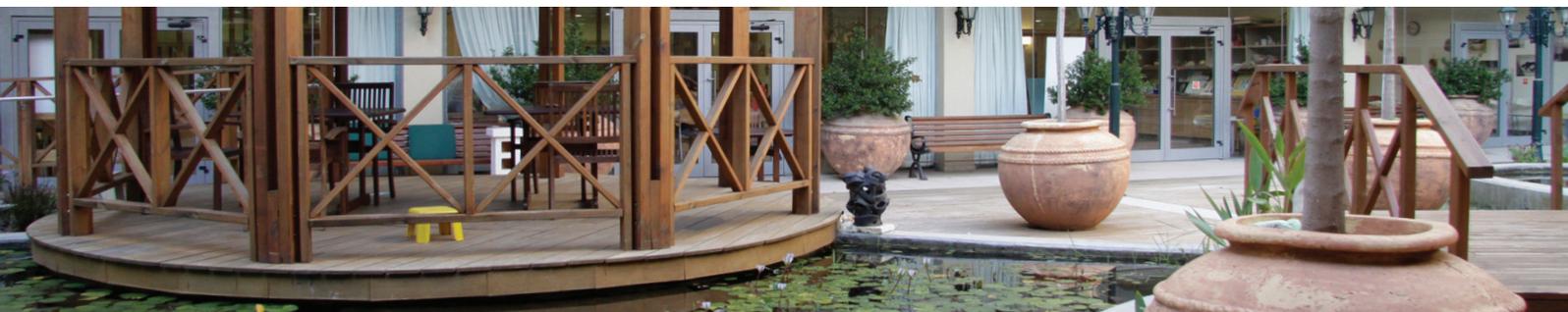


> Ahuzot Rubinstein enhances data protection and backup with Arcserve UDP



CLIENT PROFILE

**Industry:** Real estate management  
**Company:** Ahuzot Rubinstein



**BUSINESS**

Ahuzot Rubinstein (Rubinstein) is a leading provider of luxury sheltered housing in Israel, with four estates in Rishon Letzion, Kibbutz Tel Yitzhak, Tel Aviv and Jerusalem.

**CHALLENGE**

The legacy backup system was slow, and the company needed more frequent full backups across its four estates.

**SOLUTION**

Rubinstein implemented Arcserve UDP, which met its business continuity needs with one solution for all physical and virtual servers, and workstations.

**BENEFIT**

The backup window has been significantly reduced, with peripheral computing backed up without impacting the organization's business activities. Now, in the event of a disaster, Rubinstein can return to full activity within few minutes.



## BUSINESS

### A leading provider of luxury sheltered housing

Ahuzot Rubinstein (Rubinstein) is one of the leading providers of luxury sheltered housing in Israel. The company owns four senior housing facilities: Ahuzat Rishonim in Rishon Lezion, Ahuzat Poleg in Kibbutz Tel Yitzhak, Zahala in Tel Aviv, Ahuzat Beit Hakerem in Jerusalem and its Center for Independent Medical Professionals at Ahuzat Rishonim. As a leader in its field, Rubinstein is focused on constantly improving its IT infrastructure to safeguard its competitive advantage in the sheltered housing market.

"Since the foudation of the Rubinstein Estate, we realized that to remain number one in our field, we must provide a first-class service, and our IT infrastructure is critical to ensuring we can provide this service, especially as our business activities rely on having immediate access to data. Medical, business and control data are all stored in our cental system, so it's very important that our backup systems are high performing to safeguard access to that data," says Paul Baia, Director of Information Systems at Ahuzot Rubinstein.

## CHALLENGE

### Evolving disaster recovery requirements

Rubinstein's existing solution was based on classic long-term backup models, but lacked the flexibility to offer new capabilities to meet evolving business needs. Baia comments, "We looked for a solution that would provide us with backup capabilities that includes remote backup, shorter backup times, frequent full backups, and more modern features. Since all tenant data is stored locally, including medical and business services, as well as other business critical data, it was very important to find a backup system that would maximise performance while maintaining full availability and accessibility when needed."

In addition, the organization required a single, centralised backup system for machines and services spread across its five estates.



We needed a shorter backup window and remote backup capabilities.





## SOLUTION

### Fast and comprehensive backup

Arcserve UDP was chosen after a thorough assessment that found it was the best solution to fit Rubinstein's business needs.

The project included consolidating all of Rubinstein's backup and business continuity needs into one solution that included physical and virtual servers, and workstations. The choice of the Arcserve UDP solution stemmed from the need for new backup capability beyond what its legacy system could offer.

Arcserve UDP was implemented by Trust-IT, Arcserve's distribution partner in Israel and Overline, which implements security and data availability solutions. The Arcserve team worked with Rubinstein's IT staff to prepare a project process plan from the moment the it was launched, ensuring the solution was up and running in just few weeks.

"Our backups now operate after hours, and with Arcserve, the backup window has been reduced by 80 percent. This minimises impact on daily operations, reducing the risk of slowing down the ERP system that supports our finance systems, the provision of drugs and management of medical staff," explains Baia.

## BENEFIT

### Safeguarding business continuity

The Arcserve solution enables Rubinstein to run one general backup, followed by incremental backups scheduled indefinitely and independently of each other, which significantly reduces backup time. As backup times have been shortened, the solution enables Rubinstein to back up its peripheral computers as well, which was not possible with the previous solution that only made one backup. With Arcserve UDP in place, the assisted living organisation can return to full activity in a very short timeframe in the event of a disaster.



We've added an extra layer of protection to our business without increasing costs.





"Before using Arcserve UDP, our backups would begin in the afternoon and still be going the following morning, slowing down our business activities and impacting system availability. Now, we can take additional backups and replicate them to remote sites to add a further layer of protection without increasing costs or license requirements," concludes Baia.

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