



## Ensuring Reliable Access to Customer Data with APTARE IT Analytics.

### OVERVIEW

#### Reporting Efficiencies Allow Trustmark National Bank to Reallocate Budget and Staffing to More Strategic Projects

Manually updating a spreadsheet wasn't the most efficient way for administrators at Trustmark National Bank to keep track of the backup status of its systems. Recognizing change was in order, the bank rolled out APTARE IT Analytics™ to streamline its backup reporting process and provide a Web-based, real-time view of its data protection environment. The resulting efficiencies cut the hours spent on backup reporting from 40 hours per month to four hours per month and enabled the move to a tapeless backup system. Subsequent savings in terms of time and hardware expenses are anticipated to total nearly \$80,000 per year.

#### PERSONALIZED CUSTOMER SERVICE RELIANT ON DATA AVAILABILITY

Recognizing that customer service is a key differentiator from other large regional banks, Trustmark National Bank strives to maintain that small-town atmosphere in its community branches, providing its clients with hands-on, personalized customer service. When a small business owner, soccer mom, or sales executive walks into their local bank branch, they need to be greeted with a smile, a friendly face, and intimate knowledge of the appropriate financial services best suited to their unique situation. However, as Trustmark continues to grow throughout the Southeast U.S. where it already has branches in Mississippi, Florida, Tennessee, and Texas, achieving that personalized service gets more difficult to scale.

The key, according to Chris Davidson, vice president and manager of open systems administration for Trustmark National Bank, is ensuring that tellers, bank managers, and financial advisors have reliable access to the tools and information they need to provide powerful yet personalized customer service, and, as the manager in charge of the bank's data protection strategy, that empowerment begins and ends with his team.



#### ORGANIZATION PROFILE

**Industry:** Banking & Finance  
**Headquarters:** Jackson, Mississippi  
**Employees:** 2,500

#### KEY CHALLENGES

- Decentralized, inefficient, and largely manual backup and recovery processes
- Difficulty scaling personalized banking services
- Complex and time-consuming auditing and compliance reporting
- Inefficient processes allowing staff little time to innovate

#### SOLUTION

The bank deployed APTARE IT Analytics™ to automatically monitor backup of 6-8 TB of data nightly and provide status of all backups in real time.

#### BENEFITS

- Visibility into the backup status of all systems in the environment
- Guaranteed data protection and recovery
- Ensured compliance with internal policies and SOX regulations
- Elimination of \$18,000 in lost productivity due to complex reporting process
- \$60,000 annual savings in hardware costs through more efficient backup architecture
- Elimination of \$1,500 per year in lost productivity as a result of streamlined auditing processes
- 4 hours per week spent on backup reporting, vs. 40 hours previously

Prior to Davidson taking the helm, Trustmark's backup and recovery strategy was a decentralized, inefficient, and largely manual process. The bank's backup solution—IBM Tivoli Storage Manager (TSM)—didn't have an intuitive reporting mechanism, so the bank's backup administrators would take the raw data produced by TSM and manually populate spreadsheets that kept track of the organization's hundreds of systems and their backup status. This could be a viable strategy with a handful of servers, but as Trustmark continued to grow its infrastructure, the manual labor became a greater liability, and it became evident that the backup status of its systems was anything but clear. In addition, auditing and compliance reporting were unnecessarily complex, taking several full-time employees several weeks to facilitate the semiannual Sarbanes-Oxley (SOX) audit. The inefficient process also inhibited growth and stifled innovation, sapping valuable staffing and budget away from other, more strategic projects.

"Our manual reporting system was too time consuming and inefficient. APTARE IT Analytics streamlines the process and allows us to focus our attention on other more strategic issues."

*Chris Davidson, Vice President and Manager of Open Systems Administration, Trustmark National Bank*

"It was definitely a less-than-ideal situation," Davidson says. "Being manual meant that our backup reporting process was time-consuming and vulnerable to errors. If you missed a day, it was difficult to catch up."

### **WEB-BASED, REAL-TIME VIEW OF THE DATA PROTECTION ENVIRONMENT**

The executives at Trustmark knew that to continue offering customers the level of service they were used to, the bank would need to deploy a backup system that ensured its transaction data was protected and online applications were always available. Something had to change, and Davidson was determined to find a better way of reporting on the organization's data protection status. The goal was to streamline backup reporting, make data protection more transparent, and enable an infrastructure upgrade that would better suit the bank's needs.

A Google search led Davidson to APTARE IT Analytics, and during a demonstration, the solution stacked up well against other similar systems. By automatically pulling backup information directly from TSM, APTARE IT Analytics eliminates the need to manually track backup status of each system in a spreadsheet, giving status updates in real time, and empowering administrators to remediate any failed cycles. Better yet, the installation took a few hours, and administrators were customizing dashboards and reports within a couple of days.

"It was like turning on a switch and instantly seeing the man behind the curtain," comments Davidson. "APTARE IT Analytics shows us in real time the backup status of every system in our environment, allowing us to quickly track what systems are being backed up and how to remediate failed cycles."



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### FOR MORE INFORMATION

Please contact your local Veritas Sales Representative or Business Partner, or visit [APTARE IT Analytics](#)

### ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies is a global leader in enterprise data management – our software and solutions help organizations protect their mission-critical data. Tens of thousands of businesses, including 97% of Fortune 100 companies, rely on us every day to back up and recover their data, keep it secure and available, to guard against failure and achieve regulatory compliance. In today's digital economy, Veritas delivers technology that helps organizations reduce risks and capitalize on their most important digital asset – their data. Learn more at [www.veritas.com](http://www.veritas.com) or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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