

## PETROM - ROMANIA'S LARGEST OIL AND GAS COMPANY



### Connected® Backup for PC addresses backup and recovery issues for PETROM Romania

- CUSTOMER:** PETROM ROMANIA
- BUSINESS:** EXPLORATION, PRODUCTION, REFINING, GAS AND MARKETING
- CHALLENGE:** ENSURING DATA PROTECTION WHILE ELIMINATING BACKUP AND RECOVERY PROBLEMS

PETROM is the largest Romanian oil and gas group, with activities in the business segments of Exploration and Production, Refining, Natural Gas, as well as Sales and Marketing. PETROM exploits estimated oil and gas reserves of 1 billion boe, has an annual refining capacity of 8 mn metric tons and holds around 550 filling stations in Romania. The company also has an international network of 257 filling stations located in Moldova, Bulgaria and Serbia. In 2007, the turnover of PETROM was EUR 3,683 mn, EBITDA was EUR 933 mn., making the company Romania's No.1 in terms of market value and contribution to the state budget. Currently, PETROM has around 35.000 employees with 10.000 office workers working on laptops and desktop machines.

As a result of PETROM's business success, the number of office workers administering and monitoring PETROM's activities has grown significantly over the last years. The daily processing of electronic data has hereby become the lifeblood of all core activities. For PETROM's IT Infrastructure Director, Mircea Modran, it is therefore key to address backup risks, to improve data protection, eliminate recovery problems and prudently manage costs – by means of a scalable, easy-to-use backup solution.

#### BACKUP RISKS

Back in early 2006, Thomas Laggner, Senior Consulting Project Manager at PETROM was confronted with the following situation: Despite the crucial importance of the electronic data residing on the employees' laptops, there was no clearly assigned responsibility in case of data loss. There was no local automatic backup process in place, although it was basically the employees' task

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THOMAS LAGGNER  
SENIOR CONSULTING PROJECT MANAGER AT PETROM



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MIRCEA MODRAN  
IT INFRASTRUCTURE DIRECTOR AT PETROM

to backup their local business data on the file servers. Secondly, the exponential growth of employees' .pst files in conjunction with limited mailbox size produced inefficient, redundant data volume. Especially inside the IT-department a lot of identical local files – f.e. Corporate PowerPoint Presentations– got multiply stored on PETROM's file servers and PCs producing redundant data volume too. As Laggner puts it: "The number of mobile workers is constantly increasing". Without a proper backup process, we are risking data loss every day. Our customers therefore requested a solution which is easy to handle and useable on small connections too.

#### LOOKING FOR A SOLUTION TO PETROM'S MAIN CHALLENGES

In summer 2006, PETROM started a selection process, evaluating several backup solutions that could solve PETROM's key problems. Within the first prequalification-phase, several vendors were evaluated in terms of offered product functionality, scalability, usability and price. Furthermore, it was decided that the final solu-

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tion was not to be a script based solution and should relieve the users from any responsibility for backing up their data. Eventually, two top solutions were left, among them Connected® Backup for PC by Iron Mountain Digital. At this stage, three main criteria made PETROM choose Connected® as its fa-vourite backup solution: First, its ability to reduce the .pst file volume by up to 80% by means of the integrated "email optimizer". Second, the product's ability to check the network speed before starting its backup process through bandwidth throttling. Third, the option to manage the backups easily in one central console, while still being able to specify backup parameters individually for each user. Finally, Iron Mountain Digital's leading market position and Connected's ability to restore PCs and laptops to their previous working condition after a HW failure turned the balance to Iron Mountain. As Mircea Modran puts it: "Connected® Backup for PC convinced us because of the balanced combination of technical flexibility and business value".

#### ENROLLMENT OF CONNECTED® BACKUP FOR PC AT PETROM

In March 2007, PETROM eventually started the roll-out process together with Iron Mountain Digital and its Romanian partner PC-Ware as a pilot project. With regard to the cooperation, Thomas Laggner states: "The cooperation with PC-Ware in this project was very effective. They accompanied me not only in the evaluation and test phase, but they were also great partners in the procurement and delivery phase".



**PETROM**

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Iron Mountain Digital is the world's leading provider of software- and storage-as-a service solutions for backup and archiving. The technology arm of Iron Mountain Incorporated offers a comprehensive suite of data protection, archiving and intellectual property management solutions to thousands of companies around the world, directly and through a world-wide network of channel partners. For more information, visit [www.ironmountain.ro/digital](http://www.ironmountain.ro/digital)

Iron Mountain Incorporated (NYSE:IRM) helps organisations around the world reduce the costs and risks associated with information protection and storage. The company offers comprehensive records management and data protection solutions, along with the expertise and experience to address complex information challenges such as rising storage costs, litigation, regulatory compliance and disaster recovery. Founded in 1951, Iron Mountain is a trusted partner to more than 90,000 corporate clients throughout North America, Europe, Latin America and the Pacific Rim. For more information, visit [www.ironmountain.ro](http://www.ironmountain.ro).