



Breakthrough on BlackBerry breakdowns

The world's largest advertising agency has shored up its business continuity infrastructure through software that provides continuous availability of RIM BlackBerry services.

With a blue-chip client roster that includes Air France, Kraft Foods, IBM, Jaguar, Pernod Ricard, L'Oreal, Volvo and New York Stock Exchange, among a host of others, Euro RSCG Worldwide is one of the world's leading integrated marketing communications agencies in the world, made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, the Asia-Pacific Region and the Middle East. In 2008, *Advertising Age* ranked the agency the world's largest by global accounts, for the third year in a row.

With an imperative to be continuously available to service the high-pressure demands of a global client base, Euro RSCG Asia Pacific CIO, Ivan Glaser, was in the market for a solution that could offer uninterrupted access and continuous uptime to the CEO, CFO and other BlackBerry users in the 16 offices across APAC and Australia who rely on their smartphones to relay crucial messages and contracts.

"As a CIO managing a diverse region including India, China and other countries spread across multiple time zones, it is imperative that our senior staff have access to the BlackBerry Enterprise Server 24 hours a day, seven days a week,

especially when there are contracts and deadlines that need to be met," Glaser says.

In addition to using their BlackBerries to conduct routine email business, Euro RSCG executives rely on their devices for additional applications such as Worldmate, a mobile travel application that allows for the management and planning of travel; Sametime for Chat, a client-server application that provides real-time, unified communications for enterprises; Oanda, which provides currency and foreign exchange rates to finance teams; and ROVE Mobile, which enables Glaser to administer all of Euro's IT infrastructure via his mobile device.

After a crippling hard-drive failure took the agency's BlackBerry email services down, requiring a day-and-a-half of downtime to rebuild the servers, Glaser started shopping for a solution. It was in 2008, while attending a BlackBerry Roadshow, that he came across Neverfail. After discussing its potential benefits with the New York-based global CIO, Glaser was given approval to be the first division of Euro to deploy the product.

"The entire Neverfail software suite for the BlackBerry Enterprise Server was installed and configured within two days," he explains. "We tested it internally and trialed the switch process multiple times. The speed of switchover and switchback left me feeling secure about how it operates. It has ensured that emails are always accessible and, more importantly, that maintenance can be performed during working hours."

Being personally responsible for ensuring BlackBerry availability, Glaser reveals that prior to installing Neverfail the only time he was able to conduct server maintenance was during obscure hours on the weekend, because of time zones throughout Asia and needs of users.

"Now I don't need to come into the office on my off-time to fix a crashed server or conduct maintenance. We are up and running 100 per cent of the time," he says.

Neverfail proactively monitors the health of Euro's entire server environment, including hardware, network infrastructure, operation system and supported applications. Should an issue arise with its primary server environment, users are seamlessly redirected to the company's secondary site. Once the issue is resolved on the primary server, failback is done through a simple click of a button, with users able to continue working given there is no need to restart any application.

"All our continuous availability requirements have now been met and, as a result I'm confident that, should an issue arise, we are protected against any amount of downtime," Glaser says. **R**

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