

Channel-focused software solutions provider counts on RDX® QuikStation® for backup

Ensuring automated backup for development and production environments



Founded in 1996, TreeHouse Interactive develops and sells a suite of powerful marketing solutions and services that can be easily implemented and integrated with leading CRM applications to produce results quickly.

Solution Overview

rdx® QUIKSTATION®

- RDX QuikStation 8
- Windows Server OS
- 20 servers
- 6 digital cameras
- Symantec Backup Exec software
- 10TB total data storage

Managing exponential data growth

TreeHouse Interactive products include Reseller View™, a complete partner relationship management (PRM) solution; Sales View™, the first channel sales force automation (CSFA™) tool; and Marketing View™, a multi-channel marketing automation solution.

Customers of the Utah-based company include such leading technology companies as NetApp, SGI, DataLink, Blue Arc (recently purchased by Hitachi Data Systems) and Hostway as well as companies as diverse as Trojan Battery, School Improvement Network and Coffee Bean & Tea Leaf.

All of these companies come to TreeHouse to automate the key business processes associated with partner relationship management, channel sales force automation and multi-channel marketing to increase revenue and decrease costs. TreeHouse's easy-to-use interfaces give these companies a real-time view of the key business metrics that impact their bottom lines. This allows them to make better, more informed decisions that ultimately result in more sales leads, more closed business, superior products and better customer, reseller and prospect information.

Distinct development and production environments

According to Craig Flynn, President and Founder of TreeHouse, the company operates distinct development and production environments to satisfy their customers' needs. The in-house development department focuses on core applications, creating new portals for clients as well as marketing campaigns and one-off programs.

This department includes in-house and remote developers that write source code for multiple clients every day and has the ability to scale rapidly as client requirements change. The production environment hosts our SaaS applications and partner portals created by the development department. Marketing campaigns, forms, and customer microsites can be embedded in client websites. TreeHouse provides each one with its own set of service levels and confidentiality agreements as well as disaster recovery.

“Our storage requirements have grown 800 percent over the past three years, so it was vital to find a very dependable, easy-to-use backup solution that would work as planned and not create any headaches. The Overland-Tandberg RDX QuikStation is that solution.”

Craig Flynn
President, TreeHouse Interactive



RDX QuikStation 8 is an iSCSI network-attached removable disk appliance designed to provide a flexible platform for data protection and off site disaster recovery for physical or virtual SMB, SME and Enterprise environments.

“Our developers work on everything from application source code and databases to Reseller View partner portals, Marketing View microsites, landing pages and email campaigns,” said Flynn. “We house our clients’ partner, lead and customer data while also providing partner portals that must be available 24/7 for worldwide access. Our backups must run smoothly and without service or hosting disruptions. They must be reliable and allow our programmers to easily access or roll back our source control software, databases or live content if needed.”

With millions of application records updated daily as well as a myriad of portals, email campaigns and internal development data, TreeHouse maintains a heavy workload. They presently manage a total of 10TB of data split between the development and production departments. Their servers are backed up daily, an incremental backup usually running four hours each day, and a full backup is done every weekend, which can take 48 hours. Tapes are rotated to different vaults several times each month. Faced with the challenge of ensuring data retention and security across all environments after their existing backup solution for the development environment failed, TreeHouse recently installed an RDX QuikStation data protection device from Overland-Tandberg.

Overland-Tandberg’s RDX QuikStation is a network-attached removable disk library that has been specifically designed to provide a multi-cartridge platform for data protection and off-site disaster recovery. Nicknamed “the Swiss Army knife of data protection” because of its versatility and expanded compatibility, users can configure the appliance in several unique disk, removable disk and tape automation modes. The RDX-based appliance can look like a tape library or autoloader, virtual RDX systems, generic disk systems, logical volumes or a combination of tape and disk. Cartridge spanning enables storage up to 32TB with a single backup set.

“We obviously need much greater reliability,” Flynn said. “Because the RDX QuikStation has no robotic parts, we can avoid the previous situation when the cost to fix the broken robotic arm was more than the cost to replace the entire unit. That said, we feel much more comfortable about product reliability. At the same time, we really like the RDX QuikStation’s flexibility, the way it can be configured and how it can emulate different storage devices.”

The RDX QuikStation is compatible with popular backup applications, enabling it to be quickly and easily integrated into existing protection plans. iSCSI connectivity provides for easy integration into existing Ethernet infrastructure and Virtual server environments.

“It was also very, very important that it worked seamlessly with our existing backup software, without any configuration issues,” said Sione Vimahi, Systems Engineer at TreeHouse. “It quickly auto-detected our backup software. After the large investment we made in backup software, the fact that the RDX QuikStation was instantly compatible with it was a major factor in our decision to go with the product.

“It’s very easy to manage data with the RDX disk library. It just works. We just let it run, and it does what it’s supposed to do—that’s a large difference in dependability while adding emulation capability and greater speed,” said Sione.

“The interface and ease of use made us quickly decide that we needed the RDX QuikStation in our production environments, too,” said Flynn. “Our storage requirements have grown 800 percent over the past three years, so it was vital to find a very dependable, easy-to-use backup solution that would work as planned and not create any headaches. The RDX QuikStation is that solution.”



Sales and support for Overland-Tandberg products and solutions are available in over 100 countries. Contact us today at sales@overlandtandberg.com. Visit OverlandTandberg.com.