

StorageCraft saves the day for Global Toy Manufacturer and Distributor

S Claus is a long established family firm which runs a global not for profit foundation. The company headquartered in Lapland, annually produces and distributes millions of toys and gifts globally.

The company, whilst very successful, has some unique business challenges – their distribution model for one (reindeer) - the labour force (elves) and a unique customer loyalty scheme (the Nice List - requiring biannual verification).

An unexpected disruption to their IT infrastructure earlier this year could have caused catastrophic results, had it not been for their excellent business continuity planning.

We caught up with Mr S Claus who gave us the story:

“First off please call me Santa (Mr Claus makes me sound so old - Ho Ho Ho). So everyone knows that Rudolph leads the pack on the big night – but there’s always a lot of competition among the boys for second and third positions. Well, this year in September it all (literally) kicked off. The “argument” started in the “Small Toys” assembly area but quickly snowballed into the “Dolls and Doll Houses”.

It got quite ugly – turning into a whirlwind of hoofs, antlers and reindeer fur.”

The fracas ended up outside the comms room (the door of which happened to be open) and before you knew it the Nice List server was in bits on the floor. Imagine my horror! Not least because it fell to me to tell the CTE (Chief Technology Elf) what had happened!



This is an unenviable task at the best of times. It’s even worse as we are all still reeling from the ear bashing we got in August when Prancer opened an unauthorised email and infected us with a virus. He should have known better – he knows he has no cousins in Nigeria!

The good news was that because we had StorageCraft installed we were able to roll back. The bad news is that EVERYONE then had to do a 2-day user security awareness training course. Thanks Prancer!





Anyway, back to the story...

What does it mean if the Nice List Server is out of action? Utter Disaster... This is 'THE' list of every child (young and old) who has been good this year and includes what they want for Christmas. If we don't have this – I don't even want to think about it!

When the CTE arrived on the scene I expected him to explode – but he was surprisingly calm. “

We asked Maurice – CTE to pick up the story:

“As I made my way down to the Comms room, 8 rather sheepish looking reindeer stampeded past me – so I had some clue something was up. I don't even want to know how the Nice Server got smashed (obviously we need to hoof proof the racks). I could see that there was no saving the Server but I was not overly worried. We had failed over to the StorageCraft Cloud so it was an easy job to spin it up and get us back in action.”

Back to Santa... “I was so relieved when I saw the list back! You never think these things will happen to you but accidents can happen anytime. Luckily, we had a great backup plan in place. Great job StorageCraft and Maurice.”

Wonder if anyone will write a song about that?