



“ I would not hesitate to recommend Coolspirit to any prospective customers. They are responsive, very easy to work with and tailor solutions to suit customer’s specific needs, resulting in very high customer satisfaction. ”

Giovanni Goduti
CA Technologies – Recovery Management
& Data Modeling Business Unit

Our address

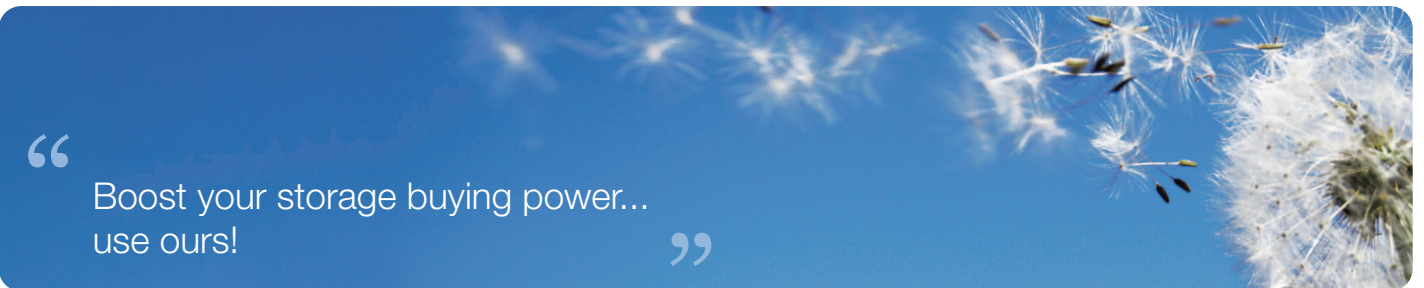
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CUSTOMER SUCCESS STORY:
FB RICE & CO

FB Rice & Co safeguards patent data with improved business continuity capabilities.



FB RICE & CO
Patent and Trade Mark Attorneys

Customer Profile

Industry: Legal
Company: FB Rice & Co
Employees: 80

Business Impact Summary

Business:

FB Rice & Co helps organizations protect the value of their intellectual property (IP). Specializing in patent and trademark law, the Australian firm works with international corporations, research institutes and universities across a range of sectors, including biotechnology, engineering, IT and medical.

Challenge:

Patent data must not only be highly available but also secure — any loss of information could be damaging both for FB Rice and its clients. To remain competitive, FB Rice must also ensure that its attorneys can deliver a seamless service to clients and provide staff with a flexible working environment.

Solution:

FB Rice deployed integrated recovery, security and service availability management solutions using CA's methodology for Enterprise IT Management (EITM) to enhance business continuity and safeguard the integrity of critical client and operational information.

Result:

By minimizing the risk of downtime and data loss, FB Rice has been able to improve productivity, increase client confidence and boost its competitive advantage. The implementation has also simplified IT management and reduced data recovery time to just one hour.

Business

Putting good ideas to work

From nanotechnology devices and gene cloning to pesticides and prosthetics — FB Rice & Co helps organizations protect the value of their intellectual property (IP). Specializing in patent and trademark law, the Australian firm helps its clients turn IP rights into a competitive business tool.

FB Rice takes a unique strategic approach to partnering with its clients, which include large international corporations as well as research institutes and universities. It provides a tailored package of services, including filing trademarks, IP litigation, investor support and the development of IP strategies and policies.

Founded more than 50 years ago, FB Rice combines its superior skills and knowledge with the personal commitment of its staff to guide clients through the complexities of IP rights.

“We want to help our attorneys provide the best service possible to our clients by giving them anywhere, anytime access to the systems and data they need.”

Bruce Hort
IT Manager for FB Rice & Co

Challenge

Delivering the best service possible

The biotechnology industry — one of FB Rice’s core sectors — is seeing rapid growth, and the firm must be able to meet this demand as well as its core business goals. Bruce Hort, IT Manager for FB Rice, comments, “As well as broadening our client base overseas, we want to increase our service standards and take a more relationship-based approach to our work.”

Technology is seen as a core enabler for these business objectives, as Hort explains. “We want to help our attorneys provide the best service possible to our clients by giving them anywhere, anytime access to the systems and data they need.”

The IP sector in Australia is not only competitive in terms of winning new business but also for attracting and retaining talented staff. “There are only a limited number of IP attorneys in Australia, and we want to be able to offer a good work/life balance,” comments Hort. “By using technology, we can provide our staff with the ability to work remotely and flexibly — this is especially important for parents. We employ a number of part-time mums, who need access to our IT infrastructure when working from home. If we were unable to provide reliable access, we could lose valuable and knowledgeable members of the team.”

With technology playing such a critical role in the business, FB Rice needs to ensure that its IT systems are constantly available. “If we experience a hardware failure, we not only need to be back up and running quickly but also ensure that the integrity of our data has not been compromised,” comments Hort. “Patent information is highly sensitive, and any loss could not only be hugely detrimental to our clients but also to our reputation in the IP sector.”

Monitoring the performance and availability of the company’s entire IT infrastructure, however, is no easy task. As Hort explains, “In a busy environment, it is difficult to track all the event and log information generated by multiple devices. If we missed a critical ticket update or step, we could be looking at a system failure and up to 12 hours of business downtime.”

“If a user has a lost or corrupted file, we can quickly retrieve this information, so they can return to working on client business.”

Bruce Hort
IT Manager for FB Rice & Co

Solution

Reducing risk and optimizing performance

To enhance its business continuity capabilities, FB Rice needed to reduce the risks to its infrastructure — whether it was from a hardware failure, an email virus or a catastrophic natural event, such as a fire or flood. This meant the company needed to unify and simplify its approach to IT management. FB Rice turned to CA for its suite of Recovery Management, Service Availability Management and Security Information Management solutions. “We wanted an integrated set of solutions that could provide us with a single view of all the potential IT disruptions to our business, and simplify how we will track and manage these issues,” comments Hort.

To centralize visibility and control, FB Rice deployed solutions based on CA XOsoft WANSync, CA Network and Systems Management (CA NSM), ARCserve Backup, and CA Anti-Virus. As a result, FB Rice has been able to reduce the complexity of finding and managing IT incidents to quickly restore service, as well as minimizing security breaches and data loss.

“By deploying CA NSM, we no longer have to sift through an inordinate amount of data on individual system logs,” comments Hort. “The CA solution prioritizes what is important and flags any critical issues by email or SMS. As a result, we are able to quickly resolve those incidents that pose the biggest risk to the business and data availability. CA NSM has proved invaluable on a number of occasions, and helped avert critical situations.”

If an outage is unavoidable, FB Rice can rely on a CA Recovery Management solution, which enables the legal firm to not only failover to a redundant system but also make regular backups of individual users’ documents. This means Hort and his team can respond effectively to either a catastrophic natural disaster or an isolated user incident. As Hort explains, “If a user has a lost or corrupted file, we can quickly retrieve this information, so they can return to working on client business. CA’s Recovery Management solution also means that we can get the business back up and running again more rapidly in the event of a disaster.” In fact, by using CA’s solution, FB Rice can recover all its replicated data in just under an hour — a figure it hopes to reduce to a matter of minutes.

Staying on top of security

Malware threats today also pose a major risk to data availability and integrity. Security Information Management and Threat Management are therefore key components of FB Rice’s business continuity strategy. “CA’s security solutions not only enable us to seamlessly identify external threats but also internal vulnerabilities within our infrastructure. This proactive approach helps improve our overall security,” adds Hort.

With Web and email-bound security threats growing in number and sophistication every day, the ability to respond quickly to new viruses was a key requirement of the CA Threat Management solution. “CA’s Threat Management provides us with comprehensive threat protection across our systems from the gateway to the PDA,” comments Hort. “If someone opens an infected attachment by mistake, we receive an alert and can immediately quarantine the virus, thereby minimizing the downtime and risk to the business.”

“By working with CA, we have been able to enhance our business continuity capabilities and reduce the risk of data loss.”

Bruce Hort
IT Manager for FB Rice & Co

Result

Reduced downtime, improved staff productivity and data protection for patent data

Reducing downtime and associated risks is at the heart of FB Rice’s approach to business continuity and its decision to deploy CA solutions. As Hort explains, “Although cost is an issue, it is not a driver when it comes to business continuity. Our objective is to enable our attorneys to provide a quality service to our clients, which means ensuring seamless access to core IT systems. By working with CA, we have been able to enhance our business continuity capabilities and reduce the risk of data loss.”

By optimizing the resilience of its IT infrastructure, FB Rice has also been able to:

- Improve user productivity by monitoring and quickly resolving IT infrastructure availability and performance
- Increase client confidence in the security of IP information
- Reduce the risk of data loss/ theft that could harm the company’s reputation

All these factors have helped FB Rice boost its competitive advantage, which is essential as the company seeks to grow its customer base. “Although CA’s solutions work very much behind the scenes, they are strategic to our daily operations,” comments Hort. “The fact that the solutions integrate is an added bonus and helps unify and simplify our IT management activities, so we can focus on IT projects that deliver value both to our staff and clients.”
