

Zaxby's

Restaurant: Immedion Asheville Makes Ideal Disaster Recovery Site for Popular Restaurant Chain



RESULTS

Low risk, weather safe DR site at Immedion Asheville

Disaster recovery costs cut in half since partnering with Immedion

24/7/365 access to technical experts for support and assistance

"I would most definitely recommend Immedion to my peers. From day one, the Immedion team has been very professional, always helpful and very knowledgeable about the data center space itself and what they have in the data center."

"Immedion shares the same core business values that we have at Zaxby's. This was important to us because we were looking for more than just a vendor; we wanted a good, valuable partnership."

THE CLIENT

Headquartered in Athens, Georgia, Zaxby's is the premium fast-casual chicken brand known for its chicken fingers, wings and signature sauces. The fast-growing restaurant chain was founded in 1990 and is comprised of over 900 locations across the southeast, with franchises rapidly spreading nationwide.

CHALLENGE

Zaxby's was looking to move their disaster recovery (DR) and colocation site to a safer location and within reasonable proximity to their corporate headquarters in Athens, GA. Their new DR site needed to meet all the obvious data center requirements, but also important to Zaxby's was finding a DR provider who would extend a true partnership and support the brand's growth into the future.

SOLUTION

After evaluating several DR sites, Zaxby's chose Immedion's Asheville data center because of its low risk location in one of America's safest weather cities. Plus, the facility checked off all of the standards the company was looking for in a DR site: redundant power, cooling and generators and an enterprise-class data center facility. The ultimate deciding factor that put Immedion ahead of the competition was the friendliness and partner-oriented values the Immedion team presented.

With their colocation disaster recovery solution, all of Zaxby's virtual machines and backups are replicated to Immedion's Asheville facility. If a disaster or network failure were to occur at their primary site, Zaxby's could easily failover to their secondary DR site to resume business operations and support their entire corporation from Immedion's Asheville data center.

RESULTS

Kevin Blount, Zaxby's Director of IT Operations & Security, says their disaster recovery costs have been cut in half since moving their DR site to Immedion Asheville. "We were no longer getting the value we expected from our previous vendor, but we feel we have a true partnership with Immedion. The team at Immedion is always helpful and they've proven that they're willing to go above and beyond for our needs."