

# Stuart Weitzman

## Iron Mountain a Shoe-in for Stuart Weitzman

**CUSTOMER:** Stuart Weitzman

**BUSINESS:** High-end Shoes

**CHALLENGE:** To outsource a solution that will streamline operations and ensure consistency of data protection on PCs.

Whisper “Stuart Weitzman” to any discerning shoe lover, and you inspire a reverie. Seen often on runways and red carpets, Stuart Weitzman shoes make fashion headlines in 45 countries. In the US the shoes are available in high-end department stores, fine retail shops across the country and in eleven Stuart Weitzman freestanding boutiques, in major cities nation-wide.

All of the signature Stuart Weitzman stores use PCs to run their operations, and the PCs’ critical sales data must be backed up nightly. The stores had been using tape drives to perform this backup automatically, but there was no easy way of knowing when a backup problem existed. In essence, the stores lacked the technical expertise to diagnose and solve the hardware and software problems that frequently arose. Concerned about losing critical business data and understanding that he could not expect the store managers to be responsible, Jorge Hernandez, Network Administrator at Stuart Weitzman, realized he needed an outsourced solution.

“Stuart Weitzman has been using Iron Mountain for both paper records and tape vaulting for many years,” said Hernandez. “When I discovered Iron Mountain had an Internet-based data backup and recovery service that could solve our problem, it was a very easy choice because they are already a trusted vendor for us.”

### “Without the data, there is no recovery”

With Iron Mountain’s web-based PC Electronic Vaulting service, Stuart Weitzman now automatically backs up its stores’ data every night over the Internet and stores that data in a secure Iron Mountain vault without the risk and burden of manual backup processes. “Now I can quickly look at the logs for our stores via the internet to make sure our critical data was backed up,” Hernandez said. “It used to take a lot of manual intervention and time to ensure everything was backed up. Now it only takes 10 to 15 minutes. Without the data, there is no recovery. With Iron Mountain, I know we have all our critical data backed up and secure.”

### Save time, resources and headaches

Iron Mountain’s PC Electronic Vaulting is ideal for companies like Stuart Weitzman that seek a trusted services partner to streamline backup and recovery. According to Hernandez, “the Iron Mountain service is like having a technical expert in each store taking care of backup for me. I can be confident that if a store PC crashes, its critical data has been backed up the night before by Iron Mountain. PC Electronic Vaulting is the way to go. It saves me time, money, and headaches. We will be opening more stores this year, and all of them will use PC Electronic Vaulting.”

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