

Harte Hanks standardizes data protection, optimizes IT and increases efficiency with Veeam



"Our company helps many of the biggest brands improve their customer experience, and Veeam and Contour Cloud help us be more proficient and efficient. Their reliable, state-of-the-art solutions scale with our business."

— Elliott Peterson,
CTO,
Harte Hanks

The business challenges

Harte Hanks helps brands attract, retain and build loyalty among their customers. As an expert in defining, executing and optimizing the customer journey, Harte Hanks creates meaningful interactions that connect clients with their customers in more powerful ways. From visionary thinking to tactical execution, the company is changing the game of customer engagement by bringing the human aspect back to marketing.

How? Harte Hanks decodes real-time human behavior to reveal business opportunities. Through a full complement of data services, Harte Hanks identifies audience groups on behalf of its clients to deliver insightful information about their customers. By marrying its data-driven understanding of human behavior with a seamless connection to the consumer, the company manages the full customer experience through digital marketing, direct mail, logistics, sampling, fulfillment and customer care.

Data reigns supreme at Harte Hanks, so protecting data and the IT systems that generate, analyze and support it are top business priorities. The most critical IT systems include a home-grown warehouse management system, an Avaya customer care system and a proprietary marketing services platform.

Industry

Business services

Company



Harte Hanks is a leading global customer-experience company that partners with clients to provide them with customer-experience strategies, data-driven analytics and actionable insights combined with seamless program execution to better understand, attract and engage their customers. Using its unparalleled resources and award-winning talent in the areas of customer care, fulfillment, logistics and marketing services, Harte Hanks has had a proven track record since 1923 in driving results for some of the world's premier brands, including Bank of America, GlaxoSmithKline, Unilever, Pfizer, HBO Max, Volvo, Ford, FedEx, Midea, Sony and IBM. Headquartered in Austin, Texas, Harte Hanks has more than 2,500 employees in offices across the Americas, Europe and Asia Pacific.

"These systems and their data must be backed up and available continuously," said Elliott Peterson, CTO at Harte Hanks. "If they're not, we can't deliver on commitments to clients. Our goal was to standardize data protection and optimize IT, but we also wanted to begin leveraging competent third-party managed services so we could focus on innovation and growth for the company. We contacted Contour Data Solutions and quickly realized it was a great fit. As a Veeam Cloud & Service Provider (VCSP) partner, they offer scalable, state-of-the-art technology including Contour Cloud to host our IT infrastructure and Veeam® Availability Suite™ to protect our data. We knew we were in the right place."

The Veeam solution

Harte Hanks simplified its IT infrastructure with Veeam and Contour Cloud, thereby improving data protection standardization and governance, as well as more easily maintaining compliance for regulations including the Sarbanes-Oxley Act (SOX), the Health Insurance Portability and Accountability Act (HIPAA) and the General Data Protection Regulation (GDPR).

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Veeam backs up 550 TB across Harte Hanks' 400 virtual machines (VMs) in Contour Cloud. In total, Veeam backs up nearly 7 PB across 5,000 VMs for Contour Data Solutions and its customers.

"Veeam and Contour make sure our data is protected and available around the clock," Peterson said. "Data has to be backed up constantly, and it can never be compromised. Our clients work across industries, so their data must comply with requirements like SOX, HIPAA and GDPR."

Harte Hanks has clients in nearly every industry, including consumer electronics and entertainment. When a large electronics and entertainment firm wanted to generate buzz about its products, Harte Hanks created an integrated marketing campaign using direct mail to drive web traffic, emails to deliver the right product information at the right time, catalog drops and freestanding inserts to engage consumers. When a large entertainment company needed help transitioning its customer base from cable and satellite programming to an online subscription service, Harte Hanks built a cross-channel customer relationship management system that made the transition seamless and easy. In each case, data and the systems supporting it had to be protected and available continuously.

Challenge

Harte Hanks helps the world's most respected brands attract and retain their customers. By analyzing data, the company creates tactical solutions to drive results including digital marketing, direct mail, logistics, sampling, fulfillment and customer care. Protecting data is a top business priority for the company, so as both business and customer requirements became more complex, Harte Hanks needed the right combination of services and technology that would best optimize its backup and recovery operations. Harte Hanks contacted Contour Data Solutions, a premier IT services management company.

Solution

- Veeam Availability Suite
- Contour Cloud managed services

Results

- Improves data protection, reliability, availability, security and privacy
- Consolidates and modernizes IT, improving manageability and performance
- Supports regulatory compliance for SOX, HIPAA and the GDPR

"Our clients trust us with their brands and their customers, and we trust Veeam and Contour Data Solutions with our data and IT systems," Peterson said.

The results

- **Improves data protection, reliability, availability, security and privacy**
"We needed to scale the business quickly while maintaining proficiency," Peterson said. "Veeam and Contour Data Solutions delivered exactly what we needed."
- **Consolidates and modernizes IT, improving manageability and performance**
Harte Hanks standardized data protection and optimized its cost structure.
- **Supports regulatory compliance for SOX, HIPAA and the GDPR**
"Most of our customers have strict data privacy regulations," Peterson said. "Working with Veeam and Contour Data Solutions ensures data is protected and available all of the time."



Learn more
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About Contour Data Solutions



Contour is a premier provider of strategic data solutions and IT services that help organizations design and implement digital strategies. Contour also helps them bridge the business and technology objectives gap while avoiding costly technology project delays and misaligned expectations. Headquartered in Doylestown, Pennsylvania, Contour is a Gold VCSP partner.

About Veeam Software

Veeam® is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. The company provides a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Veeam customers are confident their apps and data are protected and always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects over 400,000 customers worldwide, including 81% of the Fortune 500 and 69% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers, and alliance partners and has offices in more than 30 countries. To learn more, visit www.veeam.com or follow Veeam on LinkedIn [@veeam-software](#) and Twitter [@veeam](#).