



HURRICANE SANDY DROWNS SERVER ROOM IN DELUGE

CLIENT: **ELAN
CHEMICAL, INC.**

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Henry Manship
Director of Vanilla Operations
Elan Chemical, Inc.

Elan Chemical, Inc., based in Newark, New Jersey, is a global leader in the flavor and fragrance industry and a long-time client of SWK Technologies. The company’s commitment to excellence includes being well prepared for a catastrophe—a commitment that was put to a serious test when a monster storm flooded the region.

Elan’s IT facility was built to accommodate significant flooding. They had an on-site backup system. Fortunately, they also used SWK’s Business Continuity services. Under normal circumstances, Business Continuity might seem to be one more layer of security than most companies need.

Then came Hurricane Sandy. After the storm, it became apparent that Elan’s Business Continuity investment was a savvy decision.

SO MUCH WATER AND SUCH DEVASTATION

We all know the story: Superstorm Sandy tore into the eastern seaboard in late October 2012, causing massive damage from the mid-Atlantic states to southern New England. Millions of people were affected when it tracked up the coast and then veered inland, ripping through New Jersey and surrounding states before turning north again. Many businesses and homes, as well as local infrastructure, were badly damaged. Some of the damage was catastrophic.

Sandy was a nightmarish event, especially for people in coastal and riverfront areas across the northeast. The surging water and accompanying flooding were horrific. Estimates of the damage they caused are staggering.

Many businesses were unable to recover in the storm’s aftermath. For companies who survived the storm, returning to normalcy took a lot of time. Elan, however, got back to work fast.

THE SOLUTION FOR SUCCESS

Businesses need a Backup & Disaster Recovery solution, where data is regularly synchronized to an off-site location.

Henry Manship, Elan's Director of Vanilla Operations, summarized his situation plainly: "We had a lot of water."

This may be the understatement of the year. Sandy flooded the company's server room with nine feet of water. "It was built to handle a four-foot flood without a problem," Manship continues. Considering how close the company's headquarters is to the Passaic River, that was a smart strategy. However, though four feet is a heck of a lot of water, nine is a deluge.

As Manship put it, "That other five feet really changes things."

It sure did. After the flooding, Elan's IT system was a total loss. Their servers were swamped. So was their on-site backup system, which means all of Elan's information could have been destroyed in the flood—and their data might have been irretrievable.

It's a scary thought: Had they only taken minimal precautions, they could have lost everything because of one freak event. They would have lost their financial records, their formulas—they would have lost their business.

Instead, Elan's system was up and running again within a week, with their information fully restored. Despite not being able to get on site for three days, and not having power for another four, all of their data was recovered and they were back in the game.

Certainly, the company's operations were set back. Manufacturing, shipping, and back-office functions were all knocked offline. Some equipment was ruined. Executives worked from remote locations as they replaced their servers and as their data was recovered, but Elan was back in business and getting its systems up to speed just seven days after a catastrophe. How did they do it?

ENTER SWK TECHNOLOGIES

Anyone who thinks IT is a sleepy profession did not see Matthew Hahn, and his team of network service technicians in action when Sandy hit. With their high energy and fast response time, the SWK Technologies team is renowned for their tenacious work ethic, even on quiet days.

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Several of SWK's clients were in distress after the storm, including Elan. However, Hahn and his entire team were at the top of their game. They too were in the path of Sandy's destruction, but even after getting hit by a major hurricane, failure was not an option.

"They were very professional and very quick," Henry Manship explained. "SWK contacted me before I called them, to reassure us that our information was intact." And while the SWK Technologies team was restoring Elan's data to their new servers, they took their commitment to customer service seriously. "They let us use their offices for two days," Manship said. "We could run payroll and start getting our systems back online with minimal cost incurred."

SWK TECHNOLOGIES DOES IT BETTER!

When asked about the lesson he learned from Sandy's impact, Henry Manship had a simple recommendation: "Run automatic backups nightly," he said, "preferably far away—and to multiple sites. I wouldn't do it any other way."

ABOUT ELAN INC.

www.elan-chemical.com

Elan Inc., is located in Newark, New Jersey, and has been producing high-quality natural and synthetic products for the flavor and fragrance industry for over 30 years. They are innovators in Natural Aromatic Chemicals, bringing the latest technologies, processes and products to a constantly changing industry. The company has two major divisions: Elan Chemical Co. (specializing in aromatic chemical intermediates for the flavor & fragrance industry, as well as pharmaceutical and petrochemical fields) and Elan Vanilla Co. (a global leader in products for ice-cream manufacturers and bakeries). They also offer custom manufacturing on a strictly confidential basis.

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