

CASE STUDY

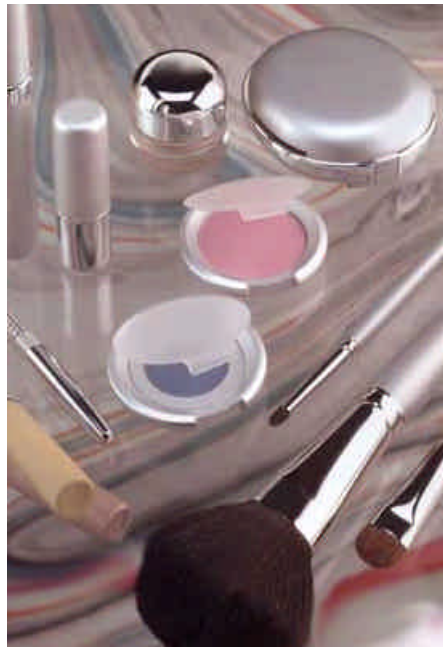
A Paris-based Global Cosmetics Group

**INDUSTRY:
COSMETICS**

**APPLICATION: DOCUMENT AND
ADMINISTRATIVE ARCHIVE**

**INTEGRATOR: DIGITAL STORAGE
SOLUTIONS**

**SOLUTION: PLASMON 5.25 INCH
OPTICAL LIBRARY AND PLASMON
SUPPORT & SERVICES**



Plasmon Long-Term Product Support Helps The World Leader In Cosmetics Retrieve Corporate Records After 14 Years Of Archival Storage

CLIENT PROFILE

This Plasmon customer is an internationally successful cosmetics company, with net revenues for 2003 exceeding 14 billion euros and a portfolio that contains many of the leading beauty brands. Founded at the turn of the century, the Company now counts over 50,000 employees worldwide and over 3000 new formulas come out of the Company's laboratories each year.

In 1988, the Company purchased a Plasmon Phase Change Optical library to store and archive accounting and financial data onto 5.25 inch WORM (Write-Once Read-Many) media. The key requirements for this archival solution were long-term retention, unalterable media and accessibility. The Phase Change recording technology, a totally non-magnetic process, provides very stable data storage and WORM media ensures that reliable and trustworthy records can be kept for decades.

After nearly 10 years of intensive use, the archival library was decommissioned and stored in a secured archives' room, along with gigabytes of data recorded on optical media. The Company decided to keep the fully populated library off-line in case this data was required in the future. The strategy paid off four years later in 2002, when the Group was confronted by an urgent legal requirement to retrieve specific records archived between 1988 and 1992. Involved in a patent ownership dispute, the company had to provide evidence in court of their priority claim over the patents and trademarks in question. Millions of euros were in the balance, so winning the case was not only crucial from a commercial point of view but also had substantial financial consequences.

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PLASMON'S LONG-TERM SUPPORT PHILOSOPHY

The Company immediately called Plasmon Data France for assistance in re-starting the decommissioned library. With the archived media cleaned to remove any accumulated dust and a replacement drive installed, the library was up and running after a 2-hour technical support visit to their site. The replacement drive, a model 'end-of-lifed' in 1995, was sourced through Plasmon's extensive sales and support partners network. Although some of the media was more than 14 years old and had never been maintained, the stability of the optical recording process meant that all the archived records were fully accessible. The Company was able to quickly locate and extract the information required by their lawyers, which played a major role in helping the company successfully defend its position.



The Company's decision to use 5.25 inch optical technology for the archival storage of their business information ensured that their historic records were available when needed. No other archival technology can offer the recording stability and media longevity of professional optical storage. In addition, Plasmon's commitment to legacy product support provides customers with a long-term, multi-generation, continuity strategy behind all of the vendor's solutions.

Plasmon archive libraries are designed to protect information assets, as well as storage investment. Even after volume production manufacture has ended, Plasmon continues to support products for an additional 5-10 years and can often offer technical consultation and assistance far beyond contractual support limits. By offering media longevity in excess of 50 years and backward-compatible technologies, Plasmon dramatically extends data life cycles and reduces the need for costly and disruptive data migration. This non-disruptive upgrade and maintenance strategy minimises downtime, providing a major competitive advantage for any organisation.

ROADMAP TO THE FUTURE

Another illustration of Plasmon's commitment to these values, the company continues to sell and support first generation 12 inch optical media (initially released in 1987) to long-standing 12 inch optical customers. This level of product commitment is certainly not typical, but Plasmon believes it is essential to the archival storage business. Ultimately, organisations that require long-term archival of valuable business records must be confident that their technology provider has a long-term product support philosophy.

Today, the cosmetics company continues to use Plasmon optical technology for data archival, utilising a Plasmon G-Series library, designed to support both MO (Magneto Optical) and UDO (Ultra Density Optical) technologies. UDO is the next generation technology that extends the professional optical roadmap that began in 1988 with 650MB media. Using blue laser technology, UDO delivers 30GB media with planned introductions of backward-compatible 60GB and 120GB UDO drives and media.

With a clear understanding of their data storage requirements, this Plasmon customer crafted an archival



storage strategy with several key priorities: long-term data preservation, permanent media and fast access to information. Plasmon provided and continues to provide the support and maintenance required for a complete archival strategy. These long-term vendor-customer relationships are fundamental to give businesses confidence in the future of their most valuable asset: their data.

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