

Veeam puts the sparkle in data protection for SodaStream



Company

SodaStream is the number one sparkling water brand in the world. The company's carbonation systems, which are available at more than 80,000 retail stores in 45 countries, let consumers transform ordinary tap water into sparkling water at the touch of a button. Founded in 1903, SodaStream is based in Israel and employs 2,000 people worldwide. SodaStream is part of PepsiCo, a Fortune 100 company.

Solution

- Veeam Availability Suite
- Veeam Backup for Microsoft Office 365

Industry

Food and beverage

Region

Europe

“Veeam is the only solution we considered that provides more than backup. Veeam extends DR to Azure so we can restore critical systems fast.”

Hen Ron,

Global Infrastructure Manager & Chief Information Security Officer, SodaStream

Challenge

SodaStream is revolutionizing the beverage industry by empowering people to make sparkling water at home, saving the planet from billions of single-use plastic bottles each year. The company manufactures millions of carbonation systems and reusable bottles; therefore, the IT systems supporting manufacturing must be protected. SodaStream's challenge was slow recovery. It threatened the availability of critical systems.

Results

- Provides secure, enterprise-ready backup to Microsoft Azure for disaster preparedness
- Simplifies backup management, saving the equivalent of a part-time position
- Saves \$25,000 in tape costs each year and complies with SOX

The Business Challenges

SodaStream is the world's largest manufacturer, distributor and marketer of home carbonation systems. The company not only makes great sparkling water, but it also helps save the planet from plastic waste. People drink and discard [200 billion plastic water bottles annually](#), and each bottle takes roughly [1,000 years to biodegrade](#). If bottles are incinerated, they will produce toxic fumes. SodaStream is committed to reducing waste. Just one of the company's reusable bottles rids the world of up to 3,000 single-use plastic bottles.

SodaStream manufactures millions of carbonation systems and reusable bottles, so ensuring the IT systems supporting manufacturing (Scada WINCC, WMS) are protected is a top business priority. Protecting the systems supporting business intelligence (QlikView) and finance (IBM TM1 and Controller) is equally important. SodaStream must have the ability to recover them quickly.

“I had worked with Commvault in the past, so I knew it wasn't intuitive enough for our needs. Twenty clicks with Commvault gives you the same result as two clicks with Veeam. We needed a solution that was intuitive and capable of more than backup — we needed disaster recovery (DR) capabilities in Azure.”

Hen Ron,
Global Infrastructure Manager & Chief
Information Security Officer, SodaStream

“Our challenge was slow recovery,” said Hen Ron, Global Infrastructure Manager & Chief Information Security Officer at SodaStream. “We were backing up to tape, so recovery could be slow, taking hours or up to a day in some cases. Backing up to tape was also expensive. We were spending \$25,000 annually on tapes, drives and storage.”

Another challenge was backup management. SodaStream used several solutions: Backup Exec, NetBackup, NetApp SMVI, Azure Backup, Azure Site Recovery and Veeam® Backup Essentials™.

“There were too many solutions, so backup management was complex and time-consuming,” Ron said. “One of our systems administrators spent half of each day managing backup. That wasn't a good use of his time.”

The goal was to replace all solutions with a single solution, so the IT team considered Commvault, Veritas and Veeam Availability Suite™, which is designed for enterprises, whereas Veeam Backup Essentials best fits small businesses. Ron scheduled proof-of-concept demonstrations for Veeam and Veritas.



The Veeam Solution

SodaStream replaced all solutions with Veeam Availability Suite. Veeam provides secure, enterprise-ready Azure backup for disaster preparedness, enabling the IT team to quickly recover critical systems supporting manufacturing, business intelligence and finance. Veeam also simplifies and consolidates backup management, saving the equivalent of a part-time position and \$25,000 in tape costs annually. Furthermore, Veeam supports compliance with the Sarbanes-Oxley Act (SOX).

Veeam backs up 55 TB across 300 Microsoft Hyper-V and VMware vSphere virtual machines on-premises to HPE StoreOnce and off-premises to Azure. In an emergency situation, Veeam Direct Restore to *Microsoft Azure* will restore on-premises workloads to Azure in minutes. In a non-emergency situation, Veeam Explorers™ for Microsoft Active Directory and SQL Server restore granularly. Veeam also monitors and reports on the IT infrastructure, alerting the team to issues that can be resolved proactively before they impact manufacturing.

“Veeam is intuitive, simple to use and affordable, so we save the equivalent of a part-time position and \$25,000 in tape costs,” Ron said. “Veeam also supports compliance with the SOX because it protects seven years of backups.”

Next SodaStream deployed Veeam Backup for *Microsoft Office 365* to avoid losing total access and control of data in Microsoft Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams. Veeam protects against accidental deletion, security threats and retention policy gaps. Familiar search tools including Veeam Explorers™ for Microsoft Exchange and Microsoft Teams help restore individual items and files fast.

“Again, it’s critical that our data is always protected and accessible, and that’s what that’s what Veeam does best,” Ron said. “Veeam consolidates backup and drives DR. It’s a reliable solution that lets you take control of your data.”

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Hen Ron,
Global Infrastructure Manager & Chief
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The Results

Provides secure, enterprise-ready backup to Azure for disaster preparedness

“One of the biggest advantages of using Veeam is having the ability to restore our on-premises infrastructure in Azure,” Ron said. “Veeam extends our DR capabilities.”

Simplifies backup management, saving the equivalent of a part-time position

“Another advantage of using Veeam is ease of use — it requires minimal resources to manage, so we save at least 20 hours per week,” Ron said.

Saves \$25,000 in tape costs each year and complies with SOX

In addition to helping SodaStream save money, Veeam supports regulatory compliance by maintaining seven years of backups and copies on-premises and in Azure.

➔ Learn more: [veeam.com](https://www.veeam.com)

About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to help every organization not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Seattle with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 74% of the Global 2000, who trust Veeam to keep their businesses running. Radical Resilience starts with Veeam. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

