



Overview

Country or Region: United States
Industry: Consumer Products

Customer Profile

Engages in the development, manufacture, and marketing of a range of household, personal care, and specialty products under the Arm & Hammer brand name and other well-known trademarks in the US and internationally.

Business Situation

While there was no imminent threat to the messaging environment, Church & Dwight's IT leadership appreciated the importance of putting in place automated processes for regaining access to the data, hardware and software necessary to resume critical business operations, in the unfortunate event of a natural or human-induced disaster.

Solution

A technical plan/architecture for the disaster recovery environment was proposed and outlined in a subsequent phase, detailing a solution for automated back-up and restore processes of the critical data in the Exchange organization, leveraging the backup utility in Microsoft Windows Server 2003.

Results & Benefits

The Henson Group established automated processes for correctly backing and ultimately restoring the Active Directory/Exchange 2003 environment, as well as measures for repairing corrupt databases when no backups are available.

THG ARCHITECTS DISASTER RECOVERY SOLUTION FOR MAJOR U.S. MANUFACTURER & RETAILER OF CONSUMER PRODUCTS

CHURCH & DWIGHT Co., INC.

Disaster Recovery Architecture for Active Directory/Exchange Environment

"This engagement was particularly noteworthy, because it exemplified what a responsible, proactive IT organization should be doing to protect its company's environment, even in the absence of an imminent threat."

Kevin Wall, Principal Architect/Project Lead, The Henson Group

BUSINESS SITUATION

Founded in 1846 and based in Princeton, NJ, Church & Dwight Co., Inc., together with its subsidiaries, engages in the development, manufacture, and marketing of a range of household, personal care, and specialty products under the Arm & Hammer brand name and other well-known trademarks in the US and internationally.

(For more information on this client, please visit <http://www.churchdwight.com/>.)

With a global IT infrastructure that has increased substantially in recent years to accommodate the business computing needs of nearly 4,000 employees, Church & Dwight's internal technology organization has proactively taken a hard look at ensuring the security and viability of its systems.

As part of the diligent examination, Church and Dwight approached Microsoft to explore the establishment of a Disaster Recovery solution to support its sprawling messaging environment supported by Microsoft Active Director and Exchange Server 2003.

What Church & Dwight had in place was a series of procedures for manually backing up critical messaging systems, though that process was outdated and initially engineered by IT professionals that had long since moved on from the company.

While there was no imminent threat to the messaging environment, Church & Dwight's IT leadership appreciated the importance of putting in place automated processes for regaining access to the data, hardware and software



THG's relevant project experience includes: A&P (retail grocery stores), Chanel (luxury products), Daiwa Securities (financial services), Fitch Ratings (credit ratings agency), Ladas & Parry (law firm), Mutual of America (life insurance), and others.

necessary to resume critical business operations, in the unfortunate event of a natural or human-induced disaster.

Because The Henson Group, Inc. ("THG") is considered a "Go To" Microsoft Gold Certified Partner for architecting and deploying messaging solutions leveraging Microsoft technologies, Microsoft recommended and endorsed THG for this opportunity.

A [Microsoft 2008 Partner of the Year](#), The Henson Group is a "Gold Certified Partner" founded by former Microsoft engineers in 2002, specializing in enterprise deployments and .NET development of Microsoft products that overcome today's business challenges.

The preferred solution provider for many US and international corporations, The Henson Group leverages direct ties to the Microsoft product groups, is a preferred sub-contractor of Microsoft Consulting Services, holds a seat on the national Microsoft Partner Advisory Council, and is recognized among the top US consultancies in Microsoft's partner community ([Microsoft's "Solution Finder"](#)).

The Henson Group offers a full-service Messaging unit staffed by experienced Microsoft Certified consultants, usually specializing in multiple technologies.

The Henson Group's diverse project experience in the realm of messaging technologies includes: A&P (retail grocery stores), Chanel (luxury products), Daiwa Securities (financial services), Fitch Ratings (credit ratings agency), Ladas & Parry (law firm), Mutual of America (life insurance), and others.

(Read more about Exchange projects performed by THG at www.HensonGroup.com/CaseStudies.)

The Henson Group also achieved Microsoft's Advanced Infrastructure Solutions Competency by demonstrating expert-level Exchange-related abilities, maintaining a roster of Microsoft Certified Consultants with applicable experience, and producing numerous client references to objectively testify to our abilities.

What this meant for Church & Dwight was that The Henson Group had the resources, project experience, and proven technical ability to achieve its objectives.

SOLUTION

During the initial phase of discovery, The Henson Group first tested the existing procedures, only to find that they did not actually provide complete coverage, instantly validating the concerns of Church & Dwight's IT leadership.

The Henson Group performed this discovery by working closely with key stakeholders, with considerable attention paid to ensuring the right information was exchanged in a timely and secure way without any loss of information integrity.

Effective discovery enabled The Henson Group to achieve a detailed understanding of the scope of work and a clear definition of the business requirements.

The Henson Group performed this discovery by working closely with key stakeholders, with considerable attention paid to ensuring the right information was exchanged in a timely and secure way without any loss of information integrity.

These exchanges were performed using a variety of activities, including, face-to-face meetings, telephone conference calls, e-mail communications, and other forms of specialized interaction.

Based on these requirements, a technical plan/architecture for the disaster recovery environment was proposed and outlined in a subsequent phase, detailing a solution for automated back-up and restore processes of the critical data in the Exchange organization, leveraging the backup utility in Microsoft Windows Server 2003.

In addition, The Henson Group leveraged advanced recovery strategies, such as manipulating Active Directory directory service attributes to provision mailboxes, moving Exchange databases between servers and storage groups, and a measure for detection and correction of problems caused by an incorrect msExch_MasterAccountSid.

The actual DR site was located at SunGard Data Management Solutions' data center and hosting facility in Mt. Laurel, New Jersey, so The Henson Group needed to achieve disaster recovery for both Church & Dwight's primary locations, as well as its failover site at SunGard in New Jersey.

RESULTS & BENEFITS

For Church & Dwight, messaging services are mission-critical *and* business-critical. If the company's messaging system is not available, productivity can be lowered, and business and revenue opportunities can be lost and pose the threat of a substantial disruption to the organization.

However, all of the redundancy, security and fault tolerance in the world cannot help you when it comes to a damaged, corrupt, or lost database.

As part of the disaster recovery solution delivered, The Henson Group established automated processes for correctly backing and ultimately restoring the Active Directory/Exchange 2003 environment, as well as measures for repairing corrupt databases when no backups are available.

Furthermore, The Henson group facilitated a secondary failover site for the messaging environment, located at SunGard Data Management Solutions' data center and hosting facility in New Jersey.

About The Henson Group

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This included leveraging Microsoft Exchange Hosted Services functionality, including:

- Hosted Filtering, to enable Church & Dwight to protect itself from e-mail-borne malware
- Hosted Archive, which helps Church & Dwight satisfy retention requirements for compliance
- Hosted Encryption, which helps Church & Dwight encrypt data to preserve confidentiality
- Hosted Continuity, which helps Church & Dwight preserve access to e-mail during and after emergency situations

As a result, Church & Dwight now has a comprehensive DR strategy in place that enables the company to recover from:

- Lost mail item (permanently deleted mail)
- Lost mailbox
- Lost database or storage group
- Lost server that is running Exchange 2003 (Exchange databases and transaction log files intact)
- Lost server that is running Exchange 2003 (Exchange database and transaction log files also lost)
- Lost computer in an Exchange 2003 Network Load Balancing cluster
- Lost computer in an Exchange 2003 back-end Microsoft Windows Server failover cluster
- Lost database or storage group for a Windows failover cluster
- Lost entire Exchange 2003 back-end Windows Server failover cluster
- Lost external services (including domain controller services, global catalog services, certificate services, DNS, etc.)
- Lost site (including all Exchange servers and all servers that provide external services)