



CASE STUDY

S. Rothschild & Co:

Securing Backups in the Cloud



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Company Overview

S. Rothschild & Co., a luxury outerwear manufacturer with a history spanning more than 135 years, designs and produces coats under brands such as Larry Levine, Mackintosh, Maralyn & Me, and Below Zero.



The Challenge

The company's IBM i server was reaching end-of-life, and software licenses were expiring. Leadership was hesitant to make large-scale IT changes and initially considered replacing the hardware rather than adopting cloud solutions.



The CloudFirst Solution

CloudFirst worked with Rothschild to develop a cost-effective migration strategy, moving core workloads to its Backup-as-a-Service platform within a secure cloud environment. CloudFirst's engineers collaborated closely with Rothschild to design and implement the infrastructure, ensuring the migration met the company's tight timeline and did not disrupt operations.

The Results

The migration eliminated reliance on tape backups, improved system performance, and provided daily cloud-based backups for resilience against storms, ransomware, or human error. With critical workloads hosted in a secure remote environment, Rothschild has significantly strengthened its business continuity and reduced IT risk.

"CloudFirst's backup solution has given us peace of mind knowing our critical systems are always protected."

Alex Boym, SVP of Information & Technology,
S. Rothschild & Co.

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