

Designed for non-stop computing by protecting the current software image and essential data files on each system.



Noritsu America Increases Customer Satisfaction & Reduces Support Costs with Rapid Restore PC

Noritsu Leads the Photographic Processing Industry

Noritsu America is the world's leading manufacturer of 1-hour photographic developing equipment commonly known as minilabs. Noritsu is responsible for supporting its minilabs throughout the United States, Canada and Mexico.

Due to the tremendous growth in the digital photo-processing industry, Noritsu has experienced an increasing support burden associated with maintaining uptime of the computers that operate the minilabs. Specifically, computers suffering from software corruption required an on-site visit from a service technician to manually reload software and restore system functionality.



Few Good Solutions Existed for Remote Software Recovery

Mr. Floyd Kimura, Vice President, Technical Division, began addressing this issue after Noritsu decided to incorporate IBM Netvista computers in its minilabs. Mr. Kimura explains the challenge: "Noritsu decided to offer its customers an easy way to provide digital photo processing services. In doing so, we quickly realized that we needed an efficient and reliable method to restore system software that had become corrupted." "While the hardware was rock-solid in terms of reliability and consistency, we discovered that the stability of the Windows operating

system and application software could be compromised by a number of factors such as customer reconfiguration, power failures, file deletions, and viruses. The downtime was expensive, and we needed a way to get impaired minilabs up and running again – fast."

"We found the traditional recovery methods to be time-consuming and unreliable, CD's get misplaced and the process involves too many steps to be attempted by our customers on their own. In most cases, we would have to dispatch one of our technicians on-site and our customer would experience an extended period of downtime." "Methods involving software distribution via remote access were not feasible as most of our customers do not have high-speed Internet or LAN access. We needed an approach that would work for all of our customers, regardless of their IT infrastructure."

"Ideally, we wanted our systems to be customer-recoverable within minutes - without unduly burdening our technical resources or requiring an on-site visit." Noritsu evaluated several options to accomplish these goals, but found that no complete solution seemed to exist for on-site customer-initiated recovery.

When Noritsu's systems integrator, Cunningham Technology Group, became aware of Noritsu's support issues, it suggested the Noritsu deploy IBM Rapid Restore PC.

Managed Recovery

Developed in conjunction with Xpoint Technologies, IBM Rapid Restore PC is a robust and scalable Managed Recovery solution that can significantly reduce the Total Cost of Ownership (TCO) of computer assets. Rapid Restore PC is the byproduct

of five years of joint development and the cornerstone of the IBM/Xpoint Advanced Managed Recovery Alliance committed to Maximizing Uptime and simplifying PC ownership. Rapid Restore PC provides fast recovery of a system's image including the entire software load, operating system, patches, applications and user data. Noritsu evaluated IBM Rapid Restore PC against the several other points solutions and found IBM Rapid Restore PC to be the only solution to address all of Noritsu's problems.

Systems are Now Recovered by End-Users in 20 Minutes

Mr. Kimura explains, "We had originally chosen IBM because Noritsu's approach is to continue to lead our industry by offering only the highest quality products and services. However, we did not realize at the time how our choice of IBM would provide the solution to this difficult problem.

"Now, if a system's software configuration becomes unstable, our helpdesk just instructs the customer to restart the system and press F11. Within 20 minutes, the system is completely restored and our ticket is closed. Not only do we save time trying to diagnosis software faults, but we can more easily diagnose hardware problems. If hardware is the issue, our process identifies it quickly by ruling out the software.

"We feel this is a win-win solution for Noritsu and our customers. We reduced our operating costs, maximized uptime and discovered a new competitive edge – an immediate way to substantially increase customer satisfaction."

Cunningham Technology Group

Cunningham Technology Group is an IBM Advanced Business Partner located in Orange, California.

More Information

To find out how top companies can reap the rewards with Xpoint software and services, call 561.241.8447 or visit www.xpoint.com.

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