



▶ **PLAN** THE STEP BY STEP ACTIONS YOUR ORGANIZATION WILL FOLLOW DURING A CRISIS



▶ **PROTECT** YOUR ORGANIZATION'S CRITICAL INFORMATION



▶ **COMMUNICATE** CONTINUOUSLY WITH YOUR CUSTOMERS AND EMPLOYEES DESPITE ANY THREAT

○ PLAN | ○ PROTECT | ○ COMMUNICATE

Customer focus



E-ternity Scores with Callaway Golf

E-ternity helps Callaway Golf Canada Ltd. Protect Their Business with High Availability IT Infrastructure Solution

Callaway Golf Canada Ltd.
Background

Through an unwavering commitment to innovation, Callaway Golf creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the [Callaway Golf \(R\)](#), [Top-Flite\(R\)](#), [Odyssey\(R\)](#)

and [Ben Hogan\(R\)](#) brands. More than a decade ago, Callaway revolutionized driver technology with the original Big Bertha Driver. Today, they continue a tradition of innovation in clubs, putters, balls, and accessories.

More information about Callaway can be found at www.callawaygolf.com.



“Callaway’s team was very easy to work with. The thoroughness of their evaluation and their keen interest in implementing the best possible solution ensured their peace of mind.”

Michael Aaron, *Managing Director Services*, **E-ternity**

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Paul Switzer

Director of Information Technology

Callaway Golf Canada Ltd.



Setting up the Shot

Callaway Golf Company, headquartered in Carlsbad, California announced an initiative in 2006 to improve their overall Disaster Recovery capabilities worldwide. The company wanted to ensure that it had the ability to continue to service its growing network of distributors and retailers in the face of any number threats.

Understanding the importance of having a sound Disaster Recovery strategy, the Information Technology team in Canada led by Director of IT Paul Switzer made a decision to be proactive with the process. “After hearing about our corporate mandate to improve the company’s Disaster Recovery capabilities, our Canadian team chose to be at the forefront of this initiative and hence began investigating our options,” began Switzer. “It was at this time that we started our discussions with *E-ternity*. It was clear early on that *E-ternity’s* experience in this space would be extremely beneficial to us throughout this process.”

Addressing the Objectives

Callaway’s goal was to first and foremost protect their Canadian Operations from any downtime, and this included evaluating both their primary and remote IT infrastructures. Callaway was very thorough throughout this process, taking their time assessing all of their options and often soliciting feedback from their US counterparts.

A big part of this process involved determining their best Disaster Recovery site options. “Callaway looked at all possibilities, from a third party Canadian hosting facility to the utilization of the company’s corporate headquarters in California,” explained Michael Aaron, Managing Director of Services for *E-ternity*. “At the end of the day, Callaway decided that their US headquarters offered the closest match to their overall objectives.”

A Sound Solution

Together with Callaway, *E-ternity* designed a solution that would improve Callaway’s local site availability while providing them with failover capabilities to their California site in the event of a complete outage in Canada. To improve the redundancy of their IT infrastructure, *E-ternity* architected a solution utilizing IBM’s System X Servers, EMC’s Clariion Data Storage Solution, EMC’s RepliStor remote replication software, Quantum’s Tape Solution, and VMware’s virtualization software.



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Paul Switzer
Director of Information Technology
Callaway Golf Canada Ltd.

A Championship Finish

Switzer was very pleased with the results. “Every step of the way, *E-ternity*’s competence and expertise shone through. This entire solution was carefully scrutinized first by our Canadian IT team, and then by the US team in California. By the end of the process, *E-ternity* gave us complete confidence that this was the right solution for our requirements,” Switzer summarized.

Guy Netaneli, *E-ternity*’s Manager of Data Integrity Services, was happy with the rollout of the project. “Callaway’s team was very easy to work with. The thoroughness of their evaluation and their keen interest in implementing the best possible solution ensured their peace of mind.”

“Throughout this process, we built a trusting relationship that will carry forward for years to come. We are very pleased and proud to call Callaway Golf Canada Ltd. an *E-ternity* customer,” added Aaron.

For information on how your organization can benefit from *E-ternity*’s services, please contact:

info@e-ternity.ca
or log onto
www.e-ternity.ca

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About E-ternity

E-ternity Business Continuity Consultants Inc. is a Mississauga, Ontario based organization focused on providing Business Continuity Management Services, Data Integrity Solutions, and Voice Continuity Services to customers in Ontario. *E-ternity* is laser-focused on designing and implementing solutions that will allow customers to achieve a perpetual state where their business will never experience downtime again. The organization prides itself as a single-source provider that brings customers best of breed technologies and methodologies and deploys them in a cohesive, integrated fashion. *E-ternity* helps customers find the perfect intersection between their acceptable risk and their available budget.