Crown Laboratories leverages Net3's Disaster Recovery as a Service for Hurricane Helene

ABOUT CROWN LABORATORIES

Crown Laboratories is a privately held, fully integrated global company specializing in skin care solutions. Located in Johnson City, TN, the company operates 24/7 and relies on a hybrid IT infrastructure that includes on-premises systems, private cloud, and public cloud assets to ensure high availability and security. Jason Kott, the Technical Director of IT, leads the IT department, supporting multiple U.S. sites and a global workforce.

IMPACT OF HURRICANE HELENE

Hurricane Helene hit landfall in Tennessee on September 27, 2024 and hit Johnson City and the surrounding region hard. The storm's path through the area caused extensive damage with wind gusts up to 80 mph.

When a Hurricane Helene hit, Crown Laboratories experienced severe disruptions to Internet and data services at key sites in North Carolina and Tennessee. These outages affected both on-premises and cloud-hosted systems, leaving some locations without access to primary and secondary connection pathways. The disruptions threatened Crown's ability to maintain critical business operations.

EXECUTING THE RECOVERY PLAN

To address the challenges, Crown Laboratories quickly activated its disaster recovery plan with the support of Net3. Within 10 minutes, Net3 engineers helped restore production-critical systems, while mandatory software updates completed within an additional 15 minutes. The swift response enabled Crown to resume operations with minimal effort required from the internal IT team.

Industry
Manufacturing

Environment
30 VMs
No Physical Machines
2 Sites
Recovery Journal - 236 TB
Recovery Volumes - 425 TB

Challenges
Overcoming a disaster event with minimal downtime and full data recovery for maximum business uptime.

Product/Solution
Zerto
Net3 for DRaaS

Over the next few days, non-critical services were restored as the company transitioned back to normal operations.

Net3 played a critical role in overcoming two major challenges during the recovery. First, they assisted in restoring access to systems hosted in Crown's private cloud by creating replicas in a virtual data center and ensuring connectivity across multiple sites. Second, they designed a temporary network topology to reestablish Internet and public cloud connectivity at the main production facility while waiting for ISPs to restore service. This ensured Crown could continue fulfilling orders without resorting to manual processes.

INSIGHTS AND FUTURE PLANS

The hurricane reinforced the importance of disaster preparedness and highlighted areas for improvement. Crown learned that multiple Internet circuits from different providers are not always sufficient to guarantee resilience during extreme events. Additionally, the experience emphasized the need for centralized management systems to have backups at secondary sites for greater accessibility during outages.

Thanks to the proactive configuration of disaster recovery services with Net3, Crown was able to respond effectively and recover quickly. Jason Kott highly recommends Net3's services.

> *"Net3's commitment to Crown shows, and I know that they take pride in delivering not just as promised, but over and above."*
>
> **Jason Kott,** Technical Director of IT

ABOUT NET3 TECHNOLOGY

Net3 is a leading, Nationwide Cloud Services Provider. We own and operate a private cloud, Net3 Cloud, with both the East and West coast locations.

Net3's private offerings span a wide spectrum, including IaaS, Cloud Backup, Disaster Recovery, Cybersecurity, and Cloud Managed Data Protection Services, ensuring that we can meet the diverse needs of our clients.

For elite customer service, every client has a dedicated team of Net3 Cloud Engineers. From training to onboarding, through the length of your contract, we work with each client to form a true business partnership and ensure cloud confidence.