

# CUSTOMER STORY



“Vinchin Backup & Recovery has helped us simplify virtual machine backup tasks, and its functionality is extremely powerful. The backup and recovery speeds are fast, which is an experience our technical engineers have never had before. In the event of sudden data loss, the offsite replication backup feature is also a lifesaver.”

**MISTINE**

Retail  
VMware

IT Manager  
Mistine China

## Business Challenge

Mistine is an independent brand under Better Way, a Thai cosmetics company, established in 1988 and known as Thailand's No. 1 cosmetics brand. With a strong professional R&D team, Mistine offers a wide range of products including skincare, body care, and makeup, with a portfolio of over 6,000 items. In 2016, Mistine established a Sino-Thai joint venture in China, focusing on entering the Chinese market with its makeup products and taking full responsibility for promoting the Mistine brand in China. Through several years of localization operations in China, Mistine quickly gained a good reputation and became the top brand in the sunscreen and foundation categories on e-commerce platforms.

Mistine China currently relies on a virtualization platform for its business environment, supporting critical subsystems such as procurement management, warehouse management, inventory accounting, planning management, and logistics distribution. Business continuity and data security are paramount to support their operations, as unexpected events like natural disasters, power outages, network interruptions, ransomware attacks, or human errors can have a negative impact on their daily operations and corporate image. Therefore, Mistine China urgently requires an efficient virtual machine protection solution to enhance backup performance and ensure data security.

## Vinchin Solution

After testing multiple backup solutions, Mistine China has ultimately chosen Vinchin Backup & Recovery solution.

Vinchin Backup & Recovery has tailored an advanced backup plan for Mistine China that aligns with their management preferences and production environment. “It combines weekly full backups with daily incremental backups. Additionally, it offers the flexibility to combine and configure various time-based backup strategies such as daily, weekly, monthly backups. Within the weekly backup strategy, Vinchin Backup & Recovery also provides the option to choose backup frequencies ranging from 1 to 4 weeks, making the backup strategy more adaptable.” Says the IT Manager.

To achieve effective backup and disaster recovery, Vinchin Backup & Recovery offers an offsite backup solution. By creating "backup copy" tasks, backup data from one or multiple backup points is copied to an offsite backup system. The copied data can then be restored or instantly recovered from the offsite backup system through "restore" or "instant recovery" tasks, enabling quick business resumption. Building an offsite disaster recovery center using the backup copies helps enhance data security protection for Mistine China and reduces the burden of recovery after unexpected disasters.

Additionally, Mistine China has an urgent need to archive data to the cloud for enhanced security. Vinchin addresses this by deploying Vinchin Backup & Recovery in Mistine China's data center for local backups. Simultaneously, a backup system is set up on a public cloud, with security group policies in place. “We can transmit local backup data to the backup system on the public cloud as backup copy effortlessly. It is both convenient and secure.” Says the IT Manager.

## >>>> Result

Overall, Vinchin Backup & Recovery provides Mistine China with a tailored backup plan, including flexible backup strategies, offsite backup for disaster recovery, and secure cloud archiving. Mistine China's adoption of Vinchin Backup & Recovery provides them with a comprehensive and secure backup strategy that meets their business continuity and data security needs.

Question? Need support?

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