

# CUSTOMER STORY

“Founded 23 years ago, we uphold Xinhua Bookstore's tradition, focusing on cultural promotion, reform, and development. While the digital era offers convenience, it also brings data security risks—but with Vinchin, our data remains secure.”

Mr. Li,  
IT Manager

Chongqing Xinhua Bookstore Group

重庆新华书店集团公司  
CHONGQING XINHUA BOOKSTORE GROUP

Others  
VMware

## Business Challenge

Chongqing Xinhua Bookstore Group was established in 1998 as a state-owned cultural enterprise group approved by the People's Government of Chongqing Municipality. It is primarily engaged in core businesses such as publishing, distribution, and the circulation of cultural products. The group operates 161 book distribution outlets across urban and rural areas of Chongqing, with a total business area of 160,000 square meters, making it a vital institution for cultural dissemination and book distribution in the Chongqing region.

The business systems of Chongqing Xinhua Bookstore Group operate on a VMware-based virtualization platform, supporting key subsystems like procurement, inventory, logistics, and planning. These systems manage the entire process from book procurement to delivery, serving Chongqing and surrounding areas with large and complex data volumes. As the business expands, the group faces growing security threats. Any system failure or data loss could lead to financial losses and harm the corporate image. Therefore, the group urgently needs a reliable data protection solution to ensure data security and business continuity, safeguarding its stable operations.

## Vinchin Solution

Vinchin has customized an efficient data protection solution for Chongqing Xinhua Bookstore Group, offering full, incremental, and differential backups, along with flexible scheduling options like daily, weekly, and rolling backups. With SMS and email alerts, the system enables unattended operation, greatly reducing maintenance pressure.

Additionally, after completing backup tasks, the Vinchin DR recovery system automatically detects data, deleting or merging backups that exceed retention periods or quantities, effectively saving storage space and improving backup efficiency. During the backup process, the system also checks file integrity, promptly identifying and blocking unauthorized changes or encryption to prevent ransomware attacks, ensuring the data security of Bookstore Group.

Mr. Li stated, "Vinchin's comprehensive backup solution has left us very satisfied, providing strong protection for our data security. With this system, we can confidently address various potential risks and challenges. Reliable data protection allows us to focus more on developing our core business and delivering higher-quality cultural services to our readers."

## >>> Result

Vinchin's solution not only meets Chongqing Xinhua Bookstore Group's demand for massive data backup but also provides a solid foundation for stable operations through intelligent management and efficient recovery capabilities. This solution truly achieves "uninterrupted" data protection, injecting new momentum into the group's informatization development.

Question? Need support?

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