



3 Key As A Service Solutions to Sell Now

Every company, large or small, has data that requires proper backup, recovery and needs business procedure to get up and running should a disrupting event occur. Aside from revenue lost, any business downtime results in loss of employee productivity, ultimately affecting the brand and reputation and additionally, any monetary fines due to non-compliance with regulatory bodies. Cloud-based storage, DR and BC solutions are helping save your customers by safely securing and successfully retrieving data.

BACKUP AS A SERVICE (BAAS)

What is it?

Backup as a service (BaaS) is an approach to backing up data that involves purchasing backup and recovery services from an online data backup provider. Instead of performing backup with a centralized, on-premises IT department, BaaS connects systems to a private, public or hybrid cloud managed by the outside provider. ***Who is it best for?***

Companies with both critical application and non-critical applications but with very low input-output requirements and those with limited space and/or energy in their data center for backup equipment. Those no longer willing to be reliant on just one computer or server. Also companies that have been reliant on tape backup and are ready to unburden staff with responsibility, make it more secure, and less room for human error (lost or stolen in transit).

What are the benefits?

On Demand Storage

Cloud tiered BaaS provides you elastic storage capacity so you never run out. Whereas with traditional storage equipment, there are terabyte capacities that require your customers to upgrade for a higher cost every time they need extra storage. Cloud-style service backup is agile enough to adjust to any changes to your normal storage plan.

No upfront investment

There is no need for additional, expensive equipment. Your existing computer network is all you need to start uploading data to cloud storage.

Ease of Mind, Ease-of-Use

The selected vendor monitors the backup and storage environments for you. Once data is in the cloud, you can determine automated times/intervals for backup and not have to do anything else.

Added Security

Military-grade encryption with the environments you choose. Virtual environments are really networks of server centers across the globe that are resilient to disaster in any one particular area.

Unlimited Coverage of All Data Types

With BaaS you have unlimited backup, off-site storage, robust, flexible archiving and multiple device support. You can also cover the full gamut of data types including files and folders, Exchange, SQL, and System State, and virtual images.

Vendor Recommendations

To get a full list of recommended vendors, contact us today!

DISASTER RECOVERY AS A SERVICE (DRAAS)

What is it?

DRaaS provides you a working system of files, databases and applications after disaster strikes. DRaaS is cloud insurance to quickly access and recover data to resume normal operations and avoid time for systems, networks or applications to be down. The most important part of identifying the right DRaaS Provider is understanding an end-users recovery point objective (RPO) and recovery time objective (RTO). Understanding what files need to be recovered and by when to resume normal operations along with the duration of time before service can be restored are crucial pieces of information established to determine solution cost and the right SLAs. **Who**

is it best for?

Customers with regulatory requirements, those with traditional DR plans in place, SMBs that lack resources and expertise to establish and test an effective DR plan, enterprises with a need for greater backup frequency and faster recovery times.

What are the benefits?

Lower total cost of ownership

Fewer operational resources are needed with a cloud backup, recovery and restore solution. Reduce the need for backup servers, software licenses and hardware. Reallocate IT resources to focus on other critical business needs.

Improved reliability and speed of recovery

Restore one virtual machine or an entire data center quickly and more reliably than traditional DR. Managed services are built into the solution you pay for ensuring fast recovery with little business disruption.

Improved security

Files selected for backup are encrypted before transmission to a cloud vault and remain encrypted once they reach their destination. The customer is the only one who has the decryption key, providing safeguards that are superior to unencrypted on premise data backup and recovery systems. Although your customer still is liable for data security within their organization, the selected Provider should be compliant to relevant regulatory bodies.

Vendor Recommendations

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BUSINESS CONTINUITY AS A SERVICE (BCAAS)

What is it?

Business Continuity as a Service allows an organization to outsource maintenance of their business continuity strategies, response plans and assurance framework. Data backup is not enough, a business needs a Provider to recover files and get business operational immediately regardless of what happens to hardware at the office. Business Continuity is not about data, it's about business operations. **Who is it best for?**

Both small companies who can now afford a comprehensive continuity plan and larger companies that recognize the importance of protecting all aspects of business ops, supply chain and their other assets.

What are the benefits?

- Provider assessment of vulnerabilities and help developing plans and formulation of policies
- Managed Service for: maintenance, updates, trainings, monitoring and reviewing risk controls
- Pay as you go subscription model to reduce TCO

Disaster Recovery is a part of a company's Business Continuity plan. DR recovers hardware, software and application. A business continuity plan involves finances, personnel, emergency plans and everything else involved of restoring work after disaster. Whereas Disaster Recovery helps to ensure technologies are back on, BC ensures your entire company is available to engage with customers and make money.