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Transforming the Information Infrastructure: Build, Manage, Optimize.

FALL 2011

Thinking Out Cloud

Exploring Backup-as-a-Service

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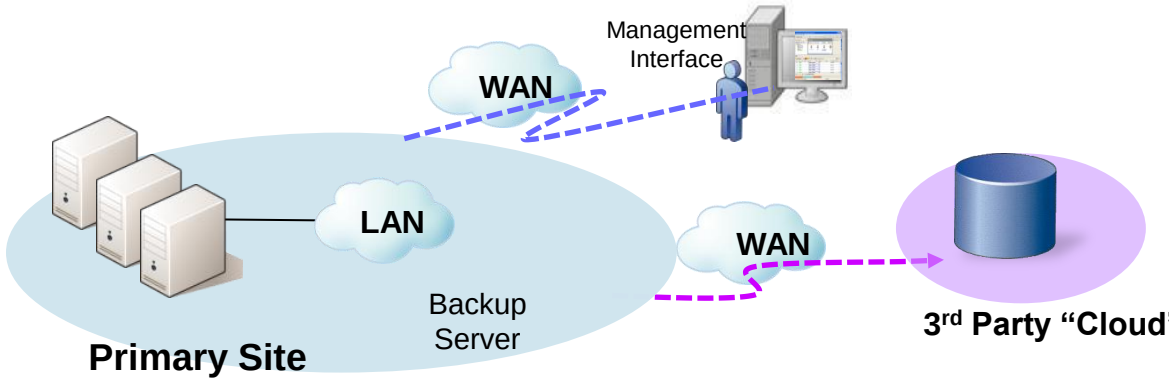
Agenda

- Market Landscape Overview
- Customer perspective
- Why or why not adopt BaaS?
- Making an educated investment
- Resources

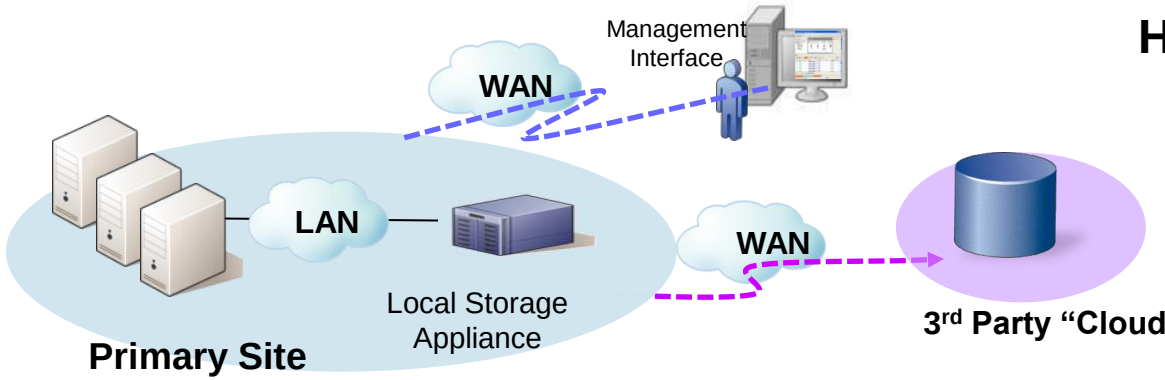
What is Backup as a Service?

- Pure software-as-a-service model
  - 3rd party vendor providing remote access to off-premises software and shared storage resources for data backup/restore over a WAN connection
- Hybrid model
  - 3rd party vendor providing remote access to off-premises software and shared storage resources for data backup/restore over a WAN connection AND maintain an additional copy of the backup data located on-premises.
- Both are considered cloud services

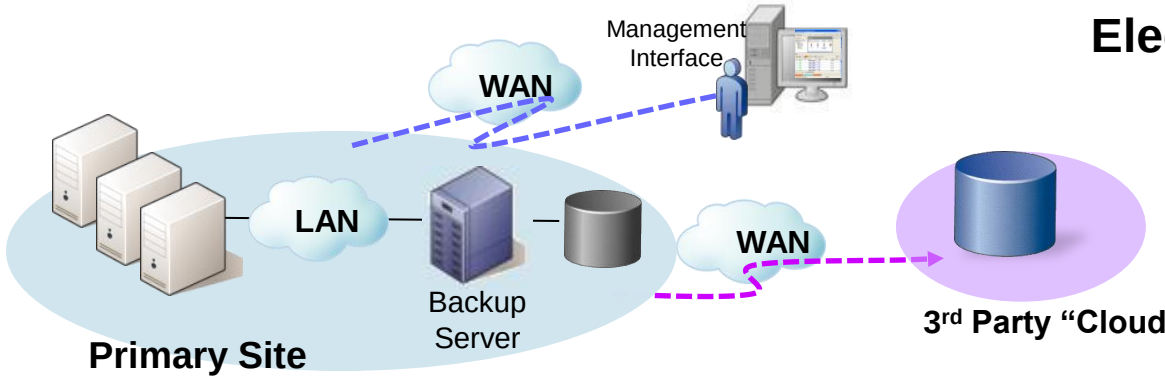
Use of Cloud Services



SaaS (D2C)



Hybrid Backup (D2D2C)



Electronic Vaulting (D2D2C)

What is Driving Backup-as-a-Service?

- The cloud
- IT staffing pressures
  - Levels
  - Focus on core business support
- Reducing CAPEX/OPEX
- Two-for-one BC/DR opportunity

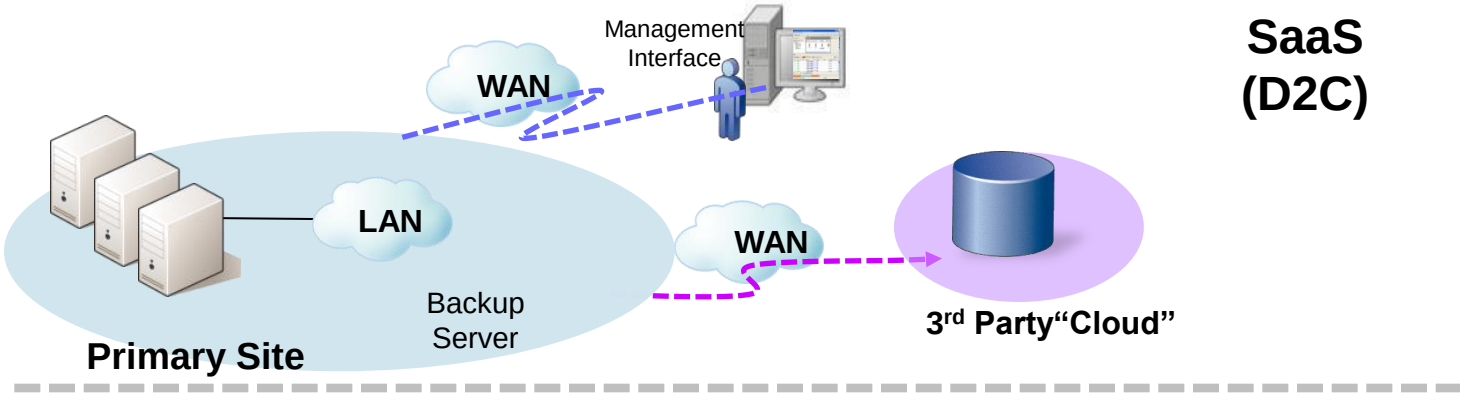
Customer Perspective

(based on ESG's *2011 IT Spending Intentions Survey*)

- IT budgets continue to stabilize
- Staffing largely to remain flat
- IT investment justification
  - Reduce OPEX, business process improvement, ROI
- Managing data growth and improving backup/recovery

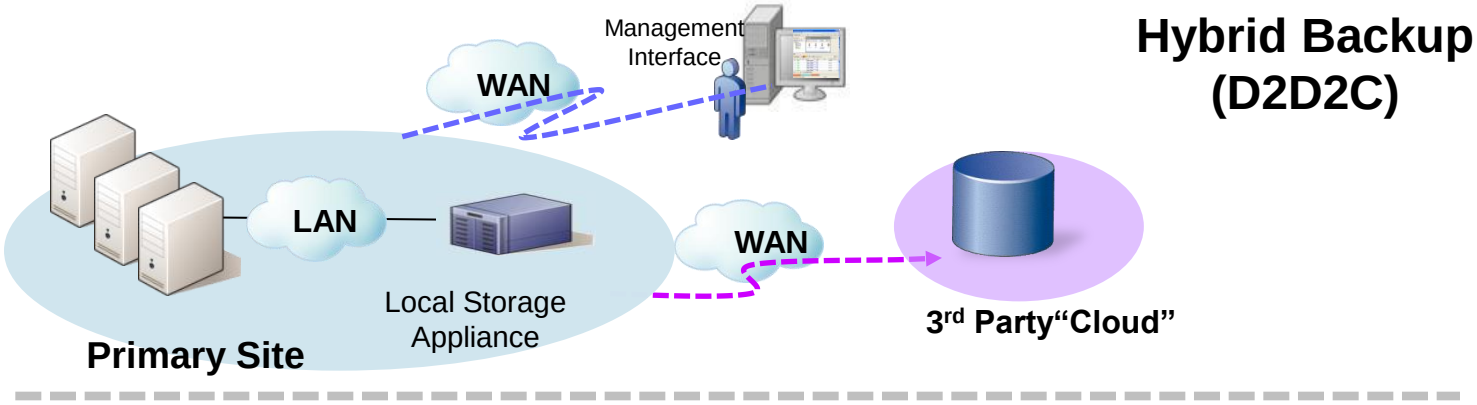
Are you a candidate for BaaS?

- Sweet spot for pure SaaS model
  - 2-4TB of data
  - Recovery times not as strict



Are you a candidate for BaaS?

- Hybrid: Medium to Large Enterprise
  - >4TB
  - Tighter SLAs

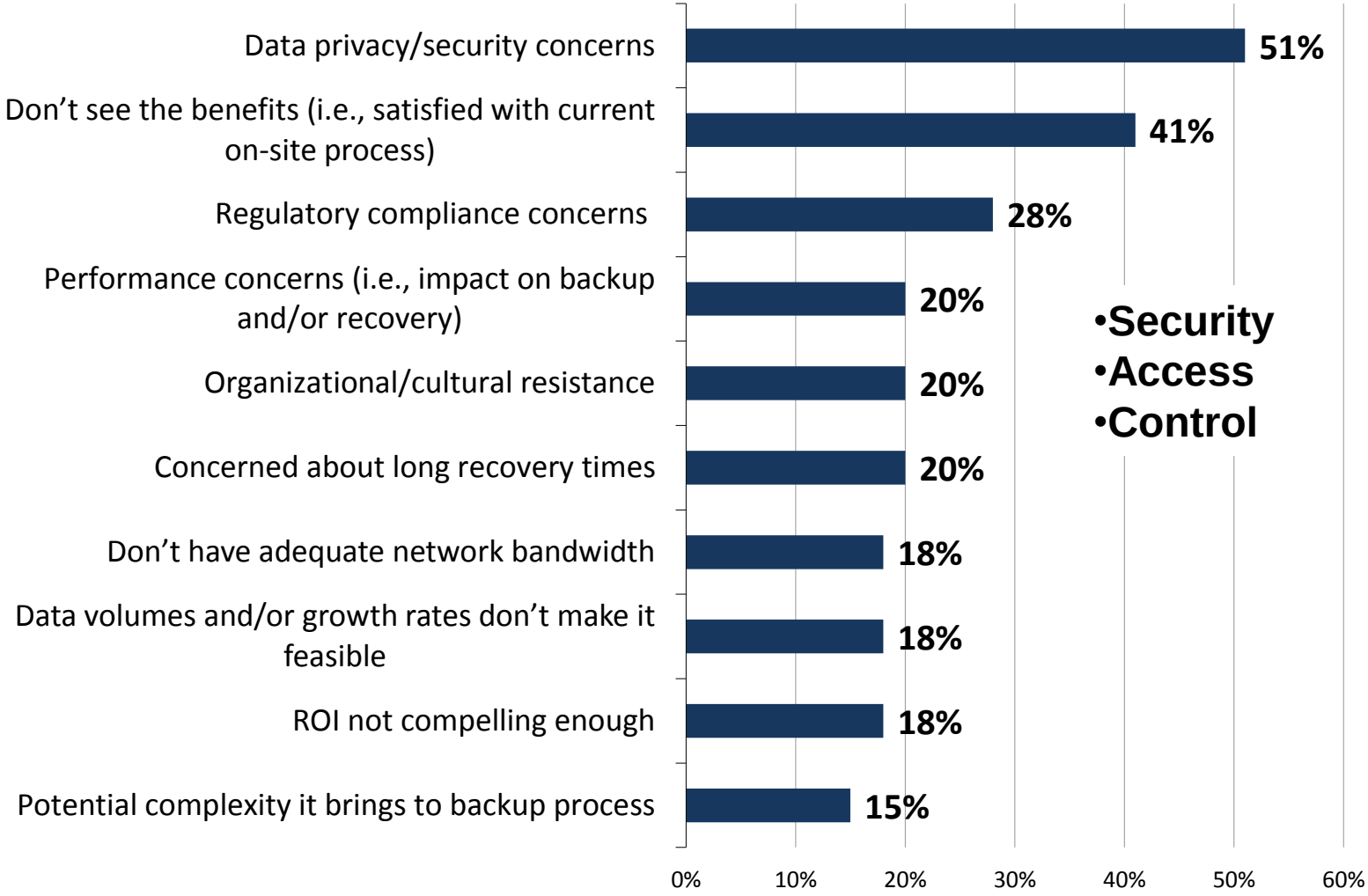


Good and Bad

- Top online backup concerns
- Top drivers of online backup usage
- Making an educated investment

Top 10 reasons organizations have no plans to utilize online backup

(Percent of respondents, N=194, multiple responses accepted)



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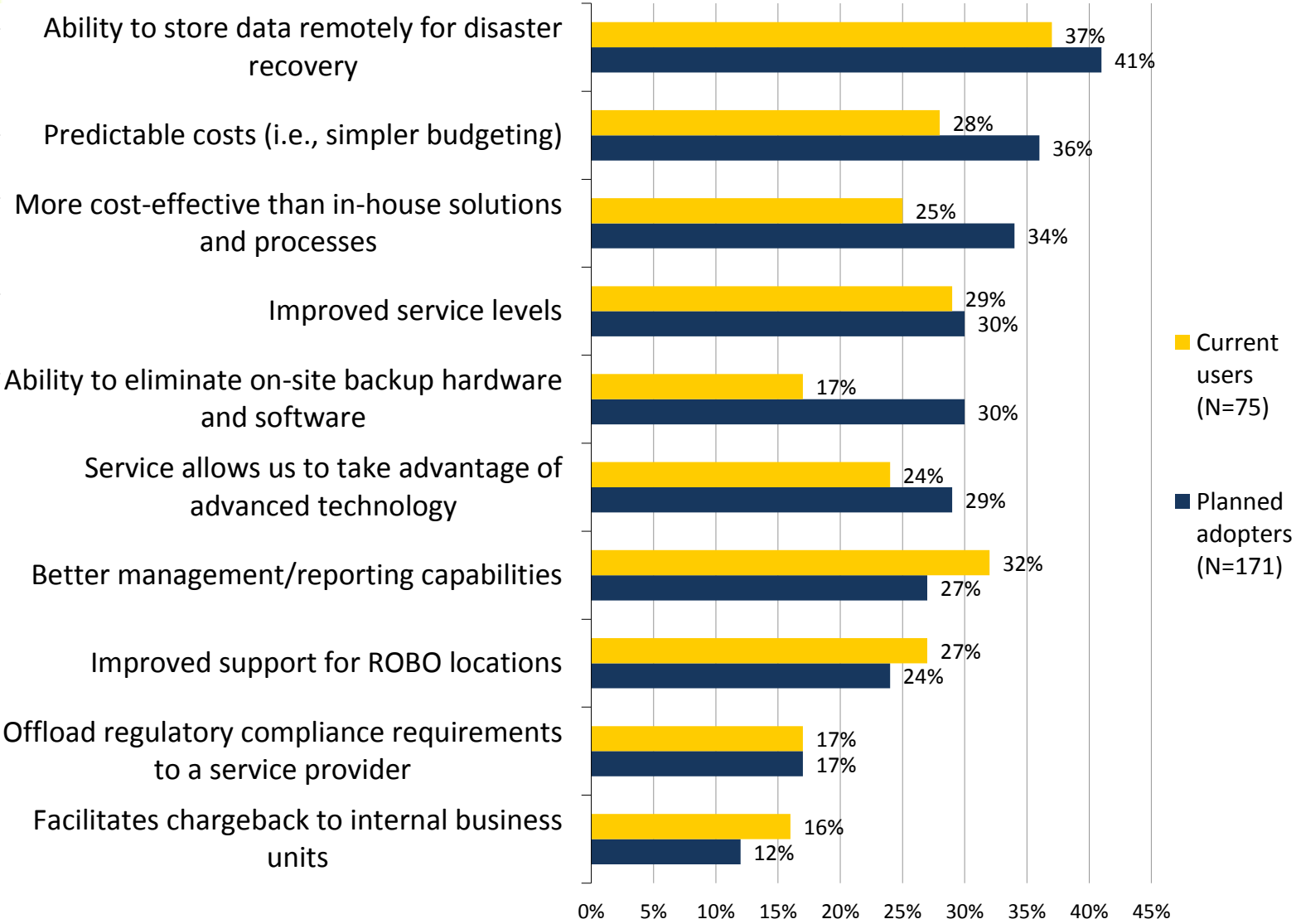
Top 10 factors driving adoption of online backup services

(Percent of respondents)



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Making an Educated Investment

- Provider selection, ESG segmentation
  - Small/hands off
  - Regional
  - National
  - Large enterprise
- Range of Services
  - Data protection assessments
  - DR planning assistance
  - Recovery services and options
  - Traditional consulting services

Making an Educated Investment

- Security, access, and control
  - “Hire” your provider as you would a member of your staff
  - Fully understand the SLA you are negotiating
  - Data center compliance
    - SAS 70 Type I or II
    - Visit the facility if possible

Making an Educated Investment

- Choosing the right technology
  - Agentless
  - Backup methodology
    - Incremental forever
    - Block-based or file-based
    - Deduplication
    - Encryption
  - Seeding options
    - Onsite appliance/hard drive
  - Physical and virtual machine backup?

Making an Educated Investment

- All about recovery
  - Single file
  - Volume
  - Application
  - Bare metal
- Recovery options
  - Overnight data on disk
    - Is it encrypted?
  - Onsite recovery services (consulting)
  - Physical to virtual recovery?

Backup Delivery Models

	On-Premises	Third-Party Off-Premises
Licensed Software • Perpetually-licensed software • Dedicated end-user infrastructure • Managed locally	Primary Data, Backup Data, Management	
Electronic Vaulting • Perpetually-licensed software • Dedicated end-user infrastructure • Managed locally • Additional off-site copy on shared off-site storage	Primary Data, Backup Data, Management	Backup Data
Managed Service • Perpetually-licensed software • Dedicated end-user infrastructure • Managed by third-party from off-site location	Primary Data, Backup Data	Management
Backup SaaS • Subscription service • Shared off-site infrastructure • Managed at off-site location	Primary Data	Backup Data, Management
Hybrid SaaS • Subscription service • Shared off-site infrastructure • Managed at off-site location • Additional on-site copy	Primary Data, Backup Data	Backup Data, Management

Pros and Cons

- No HW/SW costs
- Fully managed
- Laptop backup
- Reduce OPEX
- Much easier to budget
- Easy as getting cable

- Backup performance
- Too much data
- RTOs too aggressive
- Data not local (for pure SaaS model)
- ROI doesn’t fit

Other Considerations

- Disaster Recovery
  - Data shipped securely offsite
  - Some providers offer application recovery (quasi HA)
- BaaS providers
  - Many provide other complementary services
  - Multiple data centers

Resources

- ESG Market Landscape Reports
  (Free for end-users)
  – Backup-as-a-Service
  – BC/DR Replication Technologies

For more information, please contact:

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Thank you

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