

# MANAGED BACKUP & DISASTER RECOVERY

- A smart choice in a turbulent  
economic climate.

**In a tough economic climate, organisations are looking to Managed Services to gain efficiencies in cost and operations and improve business performance.**

As IT executives re-assess how to spend their IT budget in the face of an economic downturn, many are turning to managed services to gain efficiencies in costs and operations. Managed Service Providers can help organisations contain costs and streamline IT operations and improve efficiencies during economic hard times.

"The primary value proposition of managed services for IT executives is lowered costs, improved processes and streamlined operations. These things become more important during economic uncertainty and organisations look to managed services for the efficiency value it brings to the organisation." says David Duncan, CEO at Global Storage.

IT Executives are realising the importance of being strategic and identifying the areas of the business that are better managed in-house and areas that are better served by a managed service provider.

Organisations are recognising the value of managed services as more than just an IT service but rather as way to strategically improve business performance.

Difficult times can highlight inefficiencies inside an organisation that might go unnoticed during a boom. When things tighten up, inefficiencies become a focus and managed services can be a vehicle to drive cost out of the business and improve efficiency. By selectively outsourcing IT services such as backup and disaster recovery, organisations can realise significant gains in output and performance of their business.

"As a specialised managed service provider we work with organisations to ensure that there is no risk in outsourcing, by providing guaranteed SLAs. We focus on how our managed services can deliver efficiencies and gains to the business." says David.

## Managing Business Risk

In the face of an economic storm, IT executives must review their exposure to risk and look for ways to mitigate business risks. Organisations want assurance that they can access the data necessary to enable their business operations to continue during any unexpected outages and business disruptions.

The risk of not having an adequate disaster recovery strategy in place is too great to leave to chance.

Recent research has found that in the past year, one-third of organisations surveyed had to execute their disaster recovery plans due to a range of factors including IT systems failure, power outages, external security threats and natural disasters. This research highlights that these threats to business continuity are real and organisations need to be adequately prepared to execute a disaster recovery plan.

**“Companies who outsourced data protection lowered IT capital expenditure by more than 20%”**

- Source: IDC

## Guaranteed SLAs on recovery of data

Global Storage provides fully managed backup and disaster recovery services which manage the risks associated with data loss and IT systems downtime, with guaranteed SLAs on recovery of data. The managed back up and disaster recovery services enable customers to eliminate tape and provide effective remote backup, replication and recovery to assist organisations with their data recovery objectives.

IT Executives are attracted to the Global Storage SLAs that guarantee their data is being backed up and replicated off-site automatically, and provide an agreed response time following a declared disaster. Distributed, multi-site environments are centrally managed by Global Storage, enabling organisations to eliminate unreliable manual backup and disaster recovery processes at remote sites and redirect their valuable IT resources to core business services.

## Simple Operational Expenditure Model

In uncertain times, IT Executives review their spending on large capital investments in technology and infrastructure and look for ways to improve efficiencies in costs and operations. Managed service providers assist organisations in reducing capital expenditure as funding for managed services comes from an operational expenditure budget.

The operational expenditure model for Global Storage managed services provides an easy entry into backup and disaster recovery with simple metrics around storage and server numbers.

The service is paid for as a monthly charge and does not require upfront funding from a capital expenditure budget. This ‘pay as you go’ model makes implementing a managed backup and disaster recovery strategy more achievable for many organisations, without any compromise on the quality of the backup and disaster recovery solution.

David explains, “We charge a monthly fee for our backup and disaster recovery services, which makes it easier for organisations to implement, as it is funded by operational expenditure and requires no large capital outlay.”

### About Global Storage

Global Storage is a leading niche provider of managed backup and disaster recovery services offering specialist advice and consultation on back up and disaster recovery requirements for SME and Enterprise organisations. Global Storage’s expertise and specialisation in backup and disaster recovery enables them to deliver enterprise class data protection to meet the most stringent business requirements for business continuity.

Global Storage EnvironmentReady™ and DataReady™ fully managed services, use advanced virtualisation & data deduplication technologies to provide effective remote backup, replication and recovery services which assist organisations with their data recovery objectives.

## DataReady Benefits

- ✓ Online, fast, reliable recovery of data
- ✓ Eliminates need for tape
- ✓ Global View User Web Portal for easy to use customer self recovery
- ✓ Reduced backup windows
- ✓ Highly efficient remote backups reducing exposure to human errors

## EnvironmentReady Benefits

- ✓ Complete DR/Business Continuity strategy for IT environment
- ✓ Fast, reliable recovery of applications
- ✓ Experienced recovery team dedicated to bringing business back online quickly & efficiently
- ✓ Addresses business compliance/insurance issues
- ✓ No large capital outlay – pay as a monthly fee
- ✓ Bi-annual DR testing