

arcserve®

ARCserve

a single, unified solution for backup

CLOUD

disaster recovery, and long-term retention

ARCserve CLOUD
SOLUTION BRIEF

> Arcserve® Cloud

Every business leader and IT administrator knows that data is the lifeblood of a company, yet 73%, or nearly three in four companies worldwide are falling short in disaster recovery preparedness. According to the Disaster Recovery Preparedness Council, over half of companies that participated in their annual report have lost critical applications or datacenters for hours or even days at a time. What's more, 20% reported losses from those outages of more than \$50,000 to over \$5 million. (The Disaster Recovery Preparedness Council, 2015)¹ In an era where "always on" requires 100% uptime, it's critical to implement disaster recovery and business continuity strategies to minimize evolving threats.

Data protection, or backup, was once the domain of “geeks” in the computer room, but with the explosion of data and corresponding complexity of protecting it, backup is (or should be) on the mind of every employee. If you’ve ever lost an important file or email, we have no doubt that your first call was to the IT department or company help desk. For IT staffs, the decision of how to protect valuable company data is an extremely difficult and important decision.

Due in part to the increasing number and complexity of applications, backup has become a very complicated process. Ranging from legacy applications to the latest online business applications and virtual servers, comprehensive data protection requires a careful combination of backup technologies to complete the task. A true test for any IT department!

Industry surveys confirm many organizations, three to five (or more) data protection solutions are commonplace. This fact makes sense when you consider the variety of applications and deployment options. What’s more, each application has its own SLA, which can determine the need for a different data protection technology. The complexity these variables introduce directly effects the ability to deliver on data protection SLAs, proving that orchestrating many different solutions is not an easy or efficient task.

¹ The State of Global Disaster Recovery Preparedness 2014 Annual Report. (2014). Retrieved June 25, 2015, from http://drbenchmark.org/wp-content/uploads/2014/02/ANNUAL_REPORT-DRPBenchmark_Survey_Results_2014_report.pdf

² Research Report: Trends in Data Protection Modernization / Chapter: Research Findings Source: Enterprise Strategy Group, 2012.

> Total business continuity and disaster recovery: Arcserve Cloud

The Rise of Cloud Backup.

It's undeniable that cloud technology is the most significant advancement since the introduction of the Internet. There is no question that with the success of Amazon® Web Services™, Microsoft® Azure™, Rackspace® and countless other public and private cloud services, this technology is driving a new evolution in data protection and backup solutions.

That said, it's wise to take a step back and consider which applications are best suited for the cloud.

This brochure will focus on cloud backup as an application, as it's consistently one of the most popular use cases (for good reason). Not only does cloud backup offer reliable data protection without the hassle of purchasing and managing software and hardware in your local data center, but it's easily accessible. Significant advances in network bandwidth and lower costs make it a realistic data protection option for organizations of all size. But like with everything in life, the devil is in the details. It can be argued that to achieve a successful cloud backup deployment, the details of the integration lay with the on-premise data protection platform. Where many solutions require professional services or custom programming to configure (both high cost options), "best of breed" solutions offer a seamless integration with an on-premise data protection solution, and foolproof setup wizards, automated monitoring, and robust reporting. Simplicity is the key, without compromising powerful protection to keep data safe 100% of the time.

Introducing the Arcserve Cloud: A single, unified solution for backup, disaster recovery and long-term retention.

The Arcserve Cloud goes beyond critical data asset protection, and empowers SMBs and mid-sized organizations to complete their data protection strategy with a seamless means to achieve disaster recovery and business continuity. It's offered as a service extension to Arcserve's Unified Data Protection (UDP) platform, a next-generation solution that leverages global deduplication, encryption, compression, and WAN-optimized replication. The service is based on the protected capacity of your Arcserve® UDP environment (UDP software or UDP appliance), and stores a configurable number of daily, weekly, and monthly backups for one base price.

The Arcserve Cloud automatically replicates your backup images from the on-premise recovery point server (RPS) to a corresponding RPS in the cloud (disk to disk to cloud). You manage the entire backup process from the UDP console, specifying the backup source, destination, and retention. Simply connect your Arcserve UDP platform to the Arcserve Cloud and go!

- Secure offsite disaster recovery and disaster recovery testing without up-front investment and maintenance of secondary sites, infrastructure, and personnel
- Remote virtual standby for emergency application failover and failback
- Long-term cloud backup storage as an alternative to local disk or tape for regulatory compliance
- Global, source-side deduplication and WAN-optimized replication for highly efficient use of backup storage and available WAN bandwidth
- Rapid deployment via a jumpstart offline synchronization service
- Ease of management with 24 x 7 x 365 support

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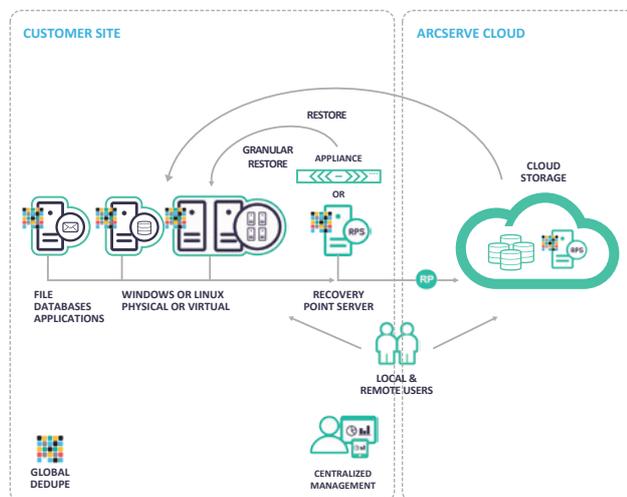
The Shortest Distance Between “Do It” and “Done.”

The Arcserve Cloud provides redundant cloud-based storage to ensure full protection of your data 100% of the time. The familiar “3-2-1” rule of backup states that you should keep three copies of your backup on two types of media, and keep one copy offsite. This is exactly what the Arcserve Cloud delivers. In addition to backup copies that remain onsite for fast recovery, the Arcserve Cloud stores an additional copy of your backups offsite, as insurance in the event of disaster. Working together, the Arcserve Cloud and Arcserve UDP platform support disk to disk, disk to disk to tape, and disk to disk to cloud.

Are you currently making copies of backups on tape, and storing the tapes offsite in a secure storage location? If so, you can think of the Arcserve Cloud as a replacement for this costly service. Instead, your backups are automatically copied to the offsite cloud, and you control what and when a copy is made. In fact, you control the entire process from start to finish with the Arcserve Cloud becoming a new backup destination that’s part of your customary backup schedule. This is what we call “the shortest distance between ‘do it’ and ‘done!’”

Let’s Talk Recovery.

One of the key advantages of cloud-based recovery is the ability to test your disaster recovery plan more frequently. The Arcserve Cloud enables you to test bare metal recovery functionality, and incorporates full recovery failover and failback capabilities with detailed reporting to satisfy internal policies, auditors, and regulatory compliance. In the event you need to put your disaster recovery plan into action, the Arcserve Cloud can restore images from its cloud data store to your local machines. You manage the restoration by accessing the UDP console in the cloud remotely. (See figure)



Oh, the Technicalities.

The Arcserve Cloud supports Windows® and Linux™-based applications, and just like Arcserve UDP, it supports both physical and virtual machines. You can think of it as an extension of your on-premise Arcserve UDP platform.

- A single console for management and monitoring gives you complete visibility to track cloud usage, schedule backups, manage restores, and failover/failback
- Built-in variable block source deduplication and compression for data at rest and in flight
- Built-in WAN optimization for optimal network performance
- An average reduction of 70-90% in backup storage

“ The Arcserve Cloud goes beyond critical data asset protection, and empowers SMBs and mid-sized organizations to complete their data protection strategy with a seamless means to achieve disaster recovery and business continuity.

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Who's Looking at My Data?

The simple answer is, no one! We understand the importance of data security, whether it's sitting peacefully in the cloud or traveling over the Internet at the speed of light. That's why we use comprehensive 256-bit AES encryption of data at the source, in flight, and in the cloud. Further, our data centers adhere to strict SSAE 16 standards for safety and security (so you can sleep well at night).

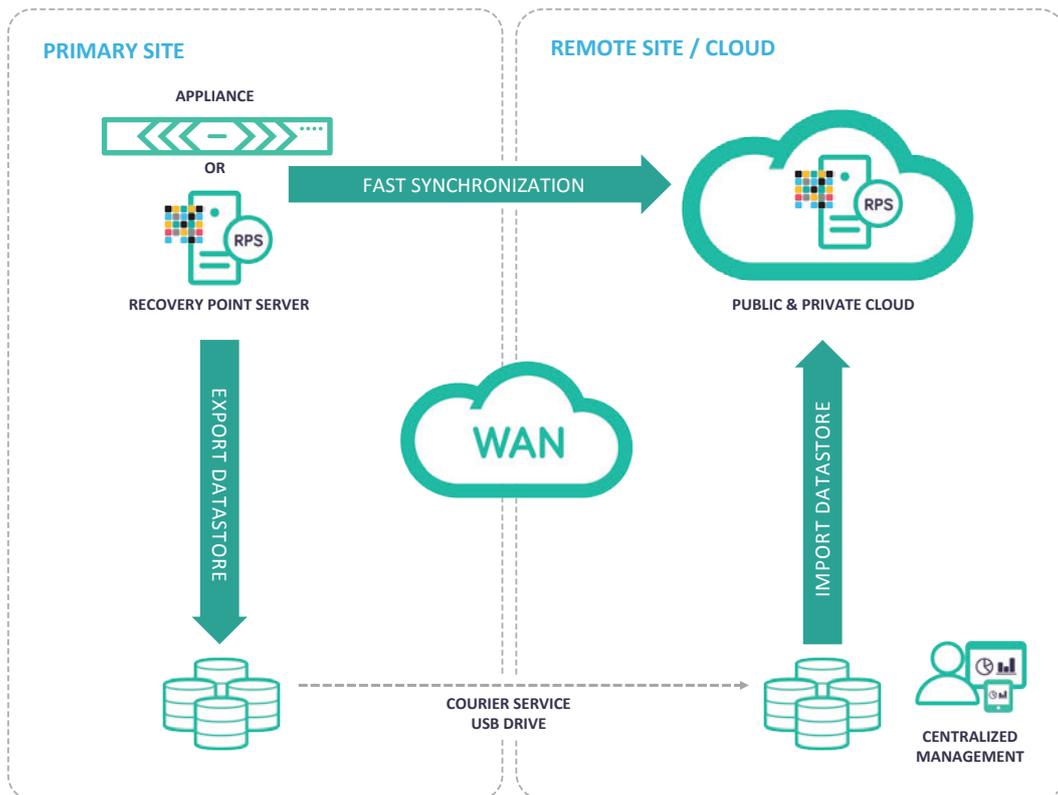
Lots of Data? No Problem.

We know how much you value your data, but sometimes having too much can create unique challenges. Never fear, the Arcserve Cloud helps to manage your data capacity with advanced deduplication and compression technology (this is where it starts to get really techie with variable block deduplication and lossless compression, so we'll summarize by saying that it just works).

Furthermore, every backup data transfer to the Arcserve Cloud is optimized for bandwidth efficiency – meaning that backups and recoveries complete faster.

Get a Jumpstart.

We just referenced data deduplication, compression, and network efficiency, but let's be honest, sometimes you have so much data it can still take days to send over a network. This is where our Jumpstart capability comes in handy, which you can think of as offline synchronization that accelerates the replication of backups and VMs into the Arcserve Cloud. You simply ship a portable drive containing your data to us, we upload it to your RPS server in the cloud, and synchronize it with your on-premise RPS server. Simple!



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The Elephant in the Room.

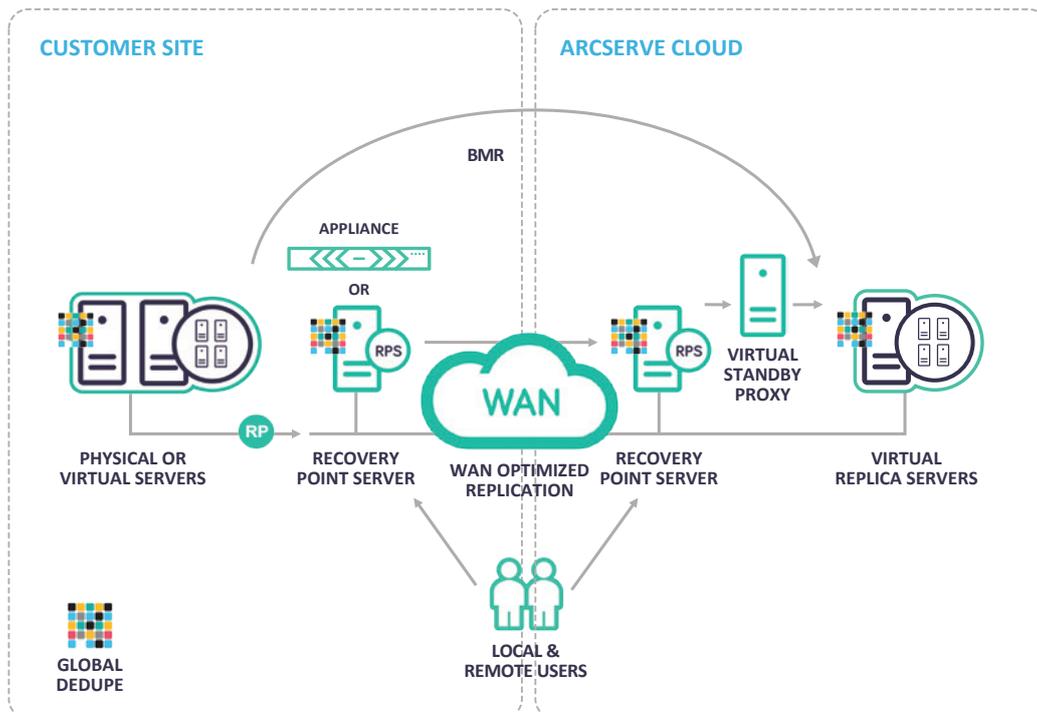
We've covered the "who, what, when, where, and how" of data protection, but the elephant in the room is always cost. The Arcserve Cloud is based on a simplified, cost-effective licensing mechanism, with annual renewal and no cancellation fees. Depending on the size of your UDP environment, you simply purchase the corresponding storage size for the Arcserve Cloud.

Arcserve Cloud Disaster Recovery as a Service (DRaaS).

Every IT administrator understands that downtime can cost a business dearly. For the utmost in business continuity, organizations should have the ability to recover application servers either on-site or off-site in the cloud, as the situation dictates. Arcserve Cloud DRaaS delivers cloud recovery as an add-on service that enables you to bring up your systems in a virtual cloud environment, in an emergency or on an as-needed basis.

The service allows for the rapid spin-up of your virtual machines within the cloud, at a cost significantly lower than building a second disaster recovery environment. You trigger the provisioning for DRaaS by opening a critical ticket with Arcserve support. Arcserve support then begins the process to provision your virtual machines in one hour or less, 24 x 7 x 365.

- Virtual machine spin-up in the cloud in the event of disaster
- Access to a hypervisor through a secure VPN once you trigger provisioning with Arcserve support
- Disaster recovery testing with application level recovery and RTO, RPO, and SLA confirmation
- Jumpstart service to accelerate first time deployment



Get Started with the Arcserve Cloud.

Protecting your organization's data is a must, but when it comes to how, you must consider the risk and reward of each option. Cloud-based disaster recovery as a service (DRaaS), is growing in popularity, especially among SMBs and mid-sized organizations who are looking for ways to complete their data protection strategy without the up-front investment and maintenance of secondary sites, infrastructure, and personnel. The Arcserve Cloud provides these benefits as an extension of your Arcserve UDP environment offering a single, fully unified solution with redundant storage to ensure full data protection.

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Get started today or learn more. Please **visit arcserve.com, call +1.844.639.6792 or email sales@arcserve.com.**

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