



Backup Direct™ Business Continuity



Virtual
Standby
Server

Affordable Disaster Recovery for the small-medium business

Backup Direct Business Continuity, a comprehensive disaster recovery service for the small-medium business. Using virtualization technology and consolidation of server resources, we provide an affordable solution that minimizes potential downtime for small-medium companies in the face of disaster.

Intelligently engineered, the solution removes the cost normally associated with disaster recovery solutions. It works by mirroring your primary servers in secure data vaults for rapid failover capability.

In the event of server or building loss, your operation will failover instantly to backup servers and you and your workforce can continue working from remote locations.

Business Continuity provides valuable functions:

Recovery. Information stored on your primary servers is mirrored to the virtual servers. This means that primary server failure never results in data loss.

Continuity. When your primary servers go down, the virtual servers can be activated rapidly, supporting your company's operational workload until the primary servers become available again.

Testing. Rapid test restore capabilities unique to virtualization makes it an easy solution to test, helping you prepare thoroughly for disaster recovery situations.

Managed. As a managed service, Business Continuity is completely hardware independent for the end user, making it considerably cheaper and more reliable than traditional disaster recovery solutions.

Key Benefits

- Rapid recovery of business systems and operations after disaster
- Highly secure off-site storage of replica server in tier-4 data centres
- Real-time recovery of all current server data
- Easy testing for practice Disaster Recovery situations.
- No software or hardware to purchase and maintain
- Simple subscription fee with no hidden storage charges
- Free expert email, telephone and remote support

Key Features

- Uses server virtualization technology
- Failover to standby server in a matter of minutes
- Easy monitoring of multiple servers and accounts

Optional Add-ons

- Use with online backup for servers to retain up a 7 year history of data versions.

Compatibility

- Microsoft Windows Servers

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The benefits of Business Continuity...

Business Continuity offers real value to small-medium companies in five key areas...

Rapid recovery Using Business Continuity, recovery time objectives (RTO) are reduced considerably. RTO is a term used for the amount of time it takes for a business to regain full productivity after experiencing an operational disaster. For example, if your primary servers were to suddenly go down, or your building was unexpectedly off limits, your business processes can failover to the virtual servers immediately. Downtime is reduced considerably saving you time, embarrassment and money.

Current recovery Because the information stored on your primary servers is mirrored to the virtual servers, it becomes an exact replica. Therefore a primary server failure will never result in a loss of data. Workload portability also means any data changes made in the virtual server environment are automatically synched back to the primary server after site recovery.

Ease of testing In addition to being quicker to failover than more costly solutions, Business Continuity is also easier to test. There are rapid test restore capabilities unique to virtualization that allow organisations to easily run test failure scenarios. This helps ensure the integrity of disaster protection plans, without the disruption to users.

Ease of use In the event of disaster, recovery is just a click away. Upon receiving a failure alert via email, Blackberry® or Web-interface display, the IT administrator can initiate the failover straight away. There is no complex configurations or redirections needed. Just fast, simple business continuity.

Managed service No specialist IT knowledge or manager is needed. The service is completely hardware independent and fully managed by Backup Direct. Our core competencies in data management and storage services have allowed us to significantly reduce the cost of delivering comprehensive disaster recovery to the small-medium business.

Subscription Service

Business Continuity from Backup Direct is delivered as a subscription service. Because it is hardware free for the end-user, costs of the service are reduced and charged as a simple monthly fee.

Backup Direct - The business-backup company™

Backup Direct is a specialist provider of online business-backup services to UK small-medium businesses. Services include online backup, managed security, and remote help desk and support.

Combining best-of-breed technologies with service excellence, Backup Direct ensures your business is in safe hands.

How virtualization works...

- Virtualization works by introducing a thin layer of software on a physical server. This layer partitions the server into separate areas that they themselves act as virtual servers within the physical server.
- Computing resources from the underlying server are viewed as a pool of resources which can then be shared among the multiple virtual servers sitting on top.
- Each virtual server acts as its own entity meaning problems with an application on one server do not affect other virtual machines on that same physical server.
- "Virtual machine" is the term applied to the server environments running on a single piece of hardware.

How virtualization is used in Business Continuity...

- Virtualization allows for the consolidation of server resources. Fewer physical servers are required, to protect a range of customer servers.
- Consolidation then allows a lower cost failover infrastructure to be built and made available on a rental basis.
- Your servers are run from the consolidated failover environment until your own infrastructure becomes available once more.
- Replacement physical servers can then be created and shipped to you if required.

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