

Global Data Vaulting reduces risk of data loss with business continuity solution.

Overview

■ Challenge

To increase growth and profitability, Global Data Vaulting needed to help clients decrease the time and cost of recovering from service outages while reducing the complexity of delivering managed services

■ Why IBM?

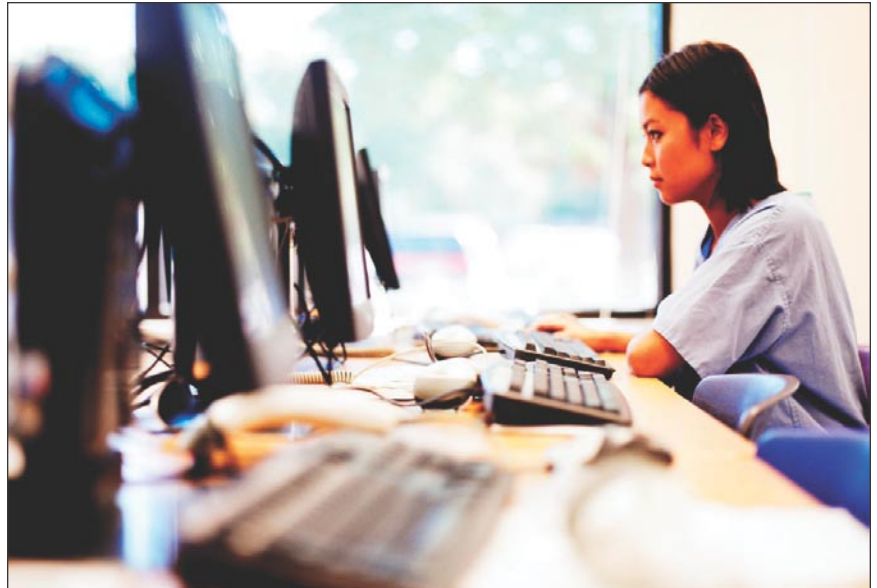
IBM provides an intelligent, policy-based solution that reduces the complexity of managing a variety of different environments

■ Solution

A fully-managed secure backup service based on IBM Tivoli® Storage Manager family software

■ Key Benefits

Enabled delivery of enterprise-level business continuity services to small and medium-sized businesses for as little as CA\$3 a day; reduced client storage management costs by almost 50 percent; reduced client recovery times from hours to minutes



With the cost of downtime rising, SMBs are turning to GDV services and IBM technology to improve business resiliency.

When a corrupted file affected operations at one of its call centers, executives at The Geo Group, an international sales and marketing firm, weren't worried. The company's data was quickly restored and operators were back on the phones in minutes. It's one of the many client success stories that Global Data Vaulting (GDV) President Jeffrey Beallor uses to emphasize the importance of business continuity for small and medium-sized businesses (SMBs). "The loss of revenue can be high if a company can't quickly recover data and resume operations. What we've found is that SMBs can least afford the cost of downtime," says Beallor.

"IBM TotalStorage technology provides the intelligent, automated capabilities that help us reduce the complexity of managing a variety of different environments. Only IBM enabled us to create an enterprise-class service offering priced for small and medium-sized businesses."

— Jeffrey Beallor, President, Global Data Vaulting



IBM @server technology provides a resilient and responsive platform to drive GDV services.

Headquartered in Toronto, GDV's mission is to be a leading provider of fully managed online data backup, offsite data storage and business continuity services. In its early days, the company primarily delivered business continuity consulting services. However, executives found that while most growing manufacturers, retailers and professional service firms had a recovery plan, actual backup processes required tremendous improvement.

Because managing backup and recovery processes using manual methods was time-consuming, IT staffs were either diverted from other business-critical projects or unable to properly assure that data could be recovered when needed. In many instances, IT administrators were spending almost 20 percent of their time on handling and storage of removable media alone. Many of the SMBs GDV met were backing up data

onto media that resided next to the systems themselves, leaving the data vulnerable in the event of a site-specific disaster. Those companies that did take the media offsite often stored it at an unsecured location, creating potential business issues for the corporation. Additionally, many companies found compliance with legal, governmental and industry regulations costly as staff had to manually archive data according to retention policies and then compile the necessary information for internal and external audits.

Simplifying and automating services for SMBs

In response, GDV executives launched a secure managed backup service that would help SMBs protect their operations, reduce the risks associated with data loss and address compliance with regulatory data retention requirements. Meeting client needs required the ability to quickly and securely back up data across the Internet and rapidly recover data from errors. It meant having the flexibility to support a broad range of platforms and technologies, and accommodate variable business continuity management models. And it required the scalability to quickly adapt to business change, whether this meant supporting a company's new office or managing a rapid increase in data volume.

“Using GDV services running IBM Tivoli Storage Manager, we have reduced our recovery times from hours to minutes. I can now report to management that lost worker productivity has been dramatically reduced.”

—Chris Ashton, IT Manager, The Geo Group

After a comprehensive evaluation of continuity management solutions, GDV executives selected IBM TotalStorage technology as the engine for its new business-critical offering. Working with the IBM Business Partner program, GDV could cost-effectively license the IBM Tivoli Storage Manager family of solutions for delivery through its managed service. “IBM TotalStorage technology provides the intelligent, automated capabilities that help us reduce the complexity of managing a variety of different environments,” says Beallor. “Only IBM enabled us to create an enterprise-class service offering that was priced for SMBs.”

Using IBM Tivoli Storage Manager family solutions, GDV can centralize and automate data protection processes from its data center in Toronto to help its clients quickly recover from service outages. IBM Tivoli Storage Manager technology also provides the robust reporting facilities to help GDV staff monitor changes on a nightly basis and observe backup patterns. By doing so, the solution can proactively alert staff to potential problems before they impact recovery operations.

Because the resiliency and responsiveness of its service is of paramount importance to its success, GDV selected IBM @server xSeries technology as the platform for Tivoli Storage Manager software. Tivoli Storage Manager software securely backs up client data to disk and then migrates the data offline to tape. For performance and availability management, the GDV staff uses IBM Director technology to remotely manage systems and help address issues before problems arise.

Data can be quickly transferred as often as a client requires due to the software’s intelligent data-move capabilities that enable backups of only new or changed files. It’s a critical capability that enables GDV to meet the needs of companies requiring 24x7 service availability. Take for example one of Canada’s largest executive car services, Rosedale Livery Ltd. The company’s order entry system is the heart of its service, helping ensure that drivers are dispatched on time and that clients can request services whenever needed. Given the importance of the system, Rosedale Livery executives turned to GDV to back up its business-critical data every 30 minutes and restore it when needed within 15 minutes.

Key Components

Software

- IBM Tivoli Storage Manager
- IBM Director

Hardware

- IBM @server® xSeries®
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“We chose GDV’s Secured Managed Backup service based on IBM Tivoli storage management technology because it offered reliable scheduled backup of corporate data and secured it offsite immediately for a fraction of the price to perform the same functions in house.”

– Ivan Tingley, IS Manager, House of Horvath

Optimizing application availability for as little as CA\$3 a day

Using GDV's Secured Managed Backup Service based on IBM TotalStorage solutions, SMBs now have a cost-effective, resilient and adaptive solution—for as little as CA\$3 a day—that helps protect their data and optimize application availability. The result is reduced IT costs, improved staff productivity and better compliance with regulatory laws. "Using GDV services running IBM Tivoli Storage Manager, we have reduced our recovery times from hours to minutes," explains Chris Ashton, IT manager for The Geo Group. "I can now report to management that lost worker productivity has been dramatically reduced."

Cigar manufacturer and distributor House of Horvath found that it saved almost 50 percent on storage management costs by leveraging GDV services. Time spent on storage management processes dropped from nearly 20 percent to less than 1 percent for the company's IT staff. House of Horvath also avoided a significant investment in new hardware to support rapidly increasing

data volumes. "We chose GDV's Secured Managed Backup service based on IBM Tivoli storage management technology because it offered reliable scheduled backup of corporate data and secured it offsite immediately for a fraction of the price to perform the same functions in house," says Ivan Tingley, IS manager, House of Horvath.

For GDV, the IBM TotalStorage solution enables the company to efficiently and effectively deploy its managed service and meet the service-level objectives for each client. The solution's ease of implementation enables GDV to provide clients with same-day service so that a new client can be protected in just a few hours. It's a critical capability that enables GDV to rapidly respond to new business opportunities. "The sophistication of IBM TotalStorage technology allows us to offer comprehensive data protection services to our clients, and enables us to dramatically improve process efficiency," says Beallor. "We can deliver more value-added services which makes us more competitive."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:

ibm.com/tivoli

For more information about Global Data Vaulting, visit:
www.gdv.ca



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