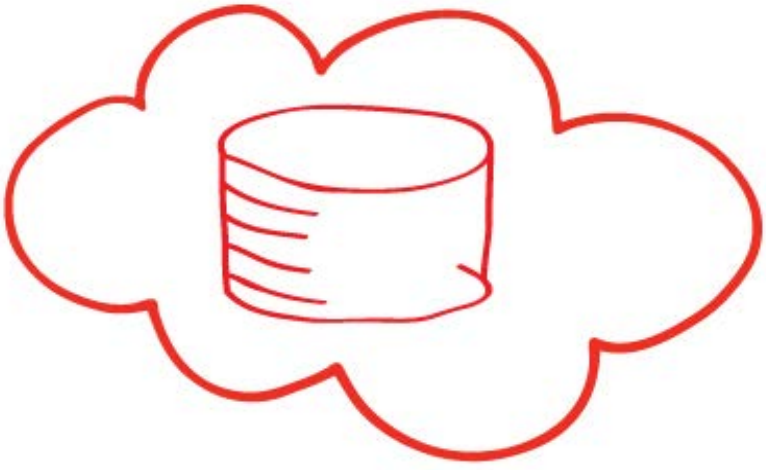
Thomas Duryea
LOGICALIS

Business and technology working as one

Why you should be *re-thinking* your approach to data protection.

One of the biggest challenges for organisations both large and small across the Australian commercial landscape is how to deal with a rapidly increasing volume of data with a flat budget and minimal (if any) increase in resourcing.

For most organisations, the data protection infrastructure is not a "core" activity – it's an operational overhead. And chances are that your backup solution is one of the least efficient components of your IT environment, relying on creaking legacy systems and a dash of hope!



It's well understood that data storage requirements are increasing exponentially, with the data deluge in Australia estimated to by a factor of 300, from 130 exabytes to 40,000 exabytes, or 40 trillion gigabytes from 2005 to 2020 (IDC). The investment in spending on IT hardware, software, services, telecommunications and staff (the "infrastructure" of the digital universe) will grow by 40% between 2012 and 2020. And the proportion of data in the digital universe that requires protection is growing faster than the digital universe itself, from less than a third in 2010 to more than 40% in 2020.

The implication of this trend is that securing and retrieving organisational data will need to be done more efficiently. Typically, IT budgets are not keeping pace with the escalating costs of supporting storage requirements. A new approach to data protection is required that addresses the challenges of data growth (and often shrinking backup windows) with a flat budget and headcount. The alternative is to devote a greater and greater proportion of the IT budget to simply "keeping the lights on" with no business return, and a correspondingly lower percentage allocated to innovation and strategic investments that might assist in driving the organisation forward.

Has there ever been a greater need to review your current backup solution?

Evaluating your data protection infrastructure

These five backup questions are ones every organisation should be able to confidently answer.

1) Are you sure you can restore from your latest back-up?

When was the last time you did a restoration test? Many organisations we talk to don't have a schedule for testing back-ups. A regular testing methodology should look at test restores at a file level, application (eg. a database restore) and a complete server. A complete restore test is also useful to review or validate Recovery Time Objectives (RTO).

2) What's the "total cost per terabyte" for your data protection?

Have you benchmarked the real cost of backup against different delivery options? The obvious costs – hardware, software and tape – are typically dwarfed by the hidden operational overhead of managing backups.

A complete outsource (Backup as a Service) that includes hardware or a managed service that takes care of all the operational aspects of your on-premise infrastructure can provide a more cost-effective approach.

3) Do you provide data protection SLAs?

Are there documented service levels for the business applications you are protecting? How do you measure the performance of your data protection infrastructure?

4) Is your current infrastructure scalable?

Does your data protection architecture require maintenance or additions to meet you production data growth? Based on the current rate of data growth, have you projected the likely incremental investment required?

5) Are you leveraging the most appropriate architecture?

When was the last time your data protection methodology or architecture was reviewed? Significant increases in virtualisation mean VMware VADB snapshots can provide faster restoration than file-based back-ups. Source or target-based de-duplication can significantly reduce costs. New storage options like Amazon Glacier can provide long-term archival at a similar price-point to tape.

If you can't confidently answer "yes" to all of these, we can offer you a complimentary data protection assessment that includes recommendation for building an effective data protection roadmap.

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"Time and time again, the top two data protection issues remain keeping pace with data growth and reducing backup and recovery times".

– Enterprise Strategy Group

Identifying the Top 10 Data Protection challenges

The top ten headaches identified in a recent study by the Enterprise Strategy Group.

1. **Shrinking back-up and recovery windows.** Backups are taking longer with greater demands on application availability
2. **Data Protection gaps.** Frequency of backups is not sufficient
3. **Legacy technology.** More data and more frequent backups mean organisations are faced with the shortcomings of traditional tape-based backup and recovery solutions, particularly long recovery times, questionable reliability, and the potential for error associated with manual tape handling processes.
4. **Budget constraints.** The need to reduce capital expenditure and complexity in backup environments
5. **SLA compliance.** The inability to provide adequate backup/restore levels to meet business requirements
6. **Remote offices.** The inability to backup remote office servers including laptops/desktops effectively
7. **Long term retention.** Media and offsite tape handling challenges and costs
8. **Administration.** Constant up-skilling and administration effort required to manage backup environments effectively
9. **Redundancy.** Lack of offsite protection of their primary backup data
10. **Compliance.** Data Management compliance and reporting.

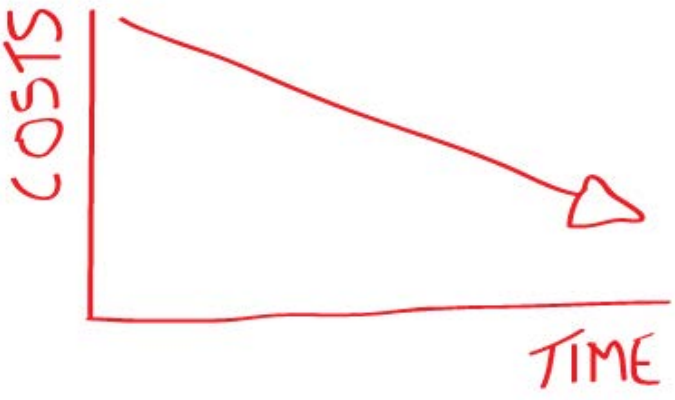
Why moving from DIY Backup to an *outsourced model* makes sense.

The good news is that there is an effective solution to the backup pain points.

Backup-as-a-Service is emerging as a front runner. Gartner puts it like this: "Interest in managed backup and recovery services shows a similar trajectory" with US research showing 50% of users either currently using (21%) or considering using (29%) managed backup services.

There are a number of benefits to consider:

- **Business-focused.** BaaS providers can be held to account via SLAs, including committed recovery times when you need to restore data.
- **Reduced Cost and Risk.** BaaS provides a cost-effective per-GB pricing model (based on data protected.) It means predictable back-up costs. Test restoration can be done on a periodic basis, to ensure everything is working.



- **Scalable.** Based on the rapidly increasing rates of data being backed-up, an in-house solution may reach storage or backup limits – especially for tape-based solutions. BaaS offerings are designed to scale – and the user only pays for what's required presently.
- **Operational efficiency.** Focus your staff on "core" IT projects. Maintaining backup infrastructure and responding to ad-hoc restore requests is a distraction for IT staff and few organisations have optimised processes or internal SLAs around backup and recovery.
- **ITIL compliance.** Quality providers are ITIL compliant including change, incident, problem and service-level management

The underlying strategic benefit of reducing the cost and time devoted to backup is the real goal. Being able to free up precious resources to focus the IT team on more innovative and strategic IT projects creates the real win for your organisation. Bain's IT Practice Chief, Rudy Puryear, poses a question that he believes every CEO should be asking their CIO right now. **"How do we maximise discretionary IT spending?"**

A case study in data protection: moving backup to the Cloud

Thomas Duryea Logicalis (TDL) Cloud solution drives Toyota Motor Corporation Australia's (TMCA) backup strategy.

The protection of critical information, particularly for the automotive industry, is an omnipresent challenge. As the automotive industry evolves, implementing innovative technology solutions ensures that the company is robust and flexible enough to navigate all terrains and support the company in the long-term.

After looking for new solutions, TMCA discovered that shifting to a cloud-based platform could offer the business a whole new range of operational efficiencies and risk mitigation.

Challenge

TMCA generates significant amounts of data across its operations. The business needs of the organisation demand that this data is held safely, easily accessed and has reliable backup. TMCA's IT operations were being run across four different backup technology platforms and the technology team knew that it was time to consolidate and revamp the system.

Additionally, as the operations of the business became more data intensive, the backup procedure took longer. This meant that the window of opportunity to carry out the backup process was encroaching into valuable work hours and increasingly became more time intensive.

"Toyota has had servers in the cloud but we had never put backup in the cloud. This is a new concept for most companies and we were glad to be the first adopters for something that provides such transformative and beneficial effects for the business."

Solution

The Information Systems (IS) team at TMCA realised that it needed a unified solution that could be delivered as a service and on an "as needed" basis. The changing model in data usage and business demands means that a capacity-based service would bring revolutionary benefits to operations.

After a detailed RFP process, Toyota found that despite canvassing the market deeply across a number of providers and competitive solutions, very few companies could offer true BaaS.

TDL presented a solution where the technology was robust, together with a financial modelling solution that was solid and in line with the company's evolving needs. The solution was also favoured because of TDL' strong relationship with leading storage vendor EMC and its impressive market reputation.

Notably, Toyota also demanded a high level of SLA provision and TDL delivered with clear, detailed and robust SLA terms. These SLAs allowed Toyota's IT operations team to have certainty of outcomes and reduce vendor management overhead.

Significantly the TDL and EMC solution offered commercial terms on a true pay-by-usage basis. This is a radical shift in the payment for infrastructure services that allows Toyota to avoid making huge capital investments and to easily deal with demand, growth or contractions.

Benefits

TMCA consolidated its IT operations, unified its supplier relationships and created a platform that provided security to its data – all achieved without disruption to the business. Specifically, TDL worked with Toyota to deliver the following outcomes:

- **Smooth Implementation:** The implementation went smoothly, despite dealing with multiple legacy systems.
- **Entering the cloud:** The transition to the TDL solution consolidated prior infrastructure into one unified platform and introduced Toyota to the experience of cloud backup solutions.
- **Cost Reduction:** The unified solution dispensed with multiple licence usage fees while ensuring critical data is protected. *"Using theTDL and EMC solution, we have reduced our overall backup costs by 20-30% as a result of this implementation. This is a considerable amount which has contributed to the organisation's cost-reduction targets"* stated Ellis Brover, TMCA CIO.
- **Comprehensive data protection:** Centralising data that was stored across multiple geographies offers greater ability to restore data than ever before and de-risks the business. The BaaS approach was an innovative foray into cloud backup and has proven to be a winning strategy.

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Taking the *next steps* to a new data protection model.

As well as providing a range of on-premise, managed and hosted/cloud backup solutions, Thomas Duryea Logicalis can provide a cost-effective assessment of your current environment and help you build a roadmap for a more efficient data protection infrastructure.

Backup Health Check

Thomas Duryea Logicalis' Backup Health Check provides an objective review of your backup environment in terms of its ability to meet your business requirements around protecting and restoring your business data.

The objectives of the complimentary Backup Health Check are:

- Discover the current infrastructure
- Identify key challenges
- Propose solutions to address immediate pains
- Begin planning for a long-term strategy.

Thomas Duryea Logicalis provides a detailed report and recommendations to address any issues.

Thomas Duryea Logicalis Backup Portfolio

Thomas Duryea Logicalis' Data Protection suite provides different approaches to data protection to meet different customer requirements. Whichever one you select, they are all designed to solve traditional backup challenges and provide you with a scalable and risk-free solution.

- **Backup as a Service:** Provisioning and management of backup infrastructure, with on-premise, Cloud and hybrid options.
- **Backup Replication Service:** Replication of backups to the TDL Cloud for additional protection and data retention.
- **Managed Backup:** Full 24x7 monitoring and management of customer owned infrastructure.

What can we do for your organisation

Contact Thomas Duryea Logicalis to learn how we can help.

Visit
tdlogicalis.com.au

Call
1800 453 454

Because we believe when it comes to backup, **hope is not a strategy!**