

MEET IBM 2010

see  differently



Tectrade Backup as a Service

Increasing service quality while reducing TCO



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Company Introduction



Company

- Founded in 1991
- Offices in UK and Holland
- 80 personnel
- 500 plus engagements
- Group revenues in excess of 60 million

Managed Services

- 125+ customers managed
- Over 15 PB of data managed
- Over 15000 systems monitored
- 100% restore success rate
- Average backup success rate >99% for tier 1 servers
- Service is underpinned with IBM, EMC and NetApp software



BaaS – Issues and Benefits

Typical Issues With Backup

- Complex and resource intensive
- Poor backup success rates
- Poorly documented Disaster Recovery plans for key applications
- Poor visibility of Total Cost of Ownership (TCO) and Service Levels
- Controlling the cost of software is a challenge and difficult to predict
- Budgets not keeping pace with data growth
- Advanced agents that can improve performance are expensive and therefore not widely used
- Backup not typically seen as core or exciting

BaaS Benefits

- Simplified capacity planning
- Improved performance
- Lower software costs
- Reduced administration costs
- Develop Backup Catalogue
- Reduced hardware costs
- Reduced media costs
- Improved Recovery Time Objective and Recovery Point Objective (RTO/RPO)
- Shortened Backup Time Objectives (BTO)
- Automated Disaster Recovery plan

BaaS – Software Features

Software Features

- Under the BaaS model, the customer buys BackupManage that includes the right to use (but not own) the backup and reporting software as a single price per terabyte (TB) of protected data
- The capacity of protected data is tracked daily but the charge is made annually based on estimated data growth
- BaaS also allows the customer access to a range of advanced backup agents at no additional cost
- The price per TB remains fixed for up to three years based on the estimated growth of protected data



Simplified Backup Service

- Avoid unscheduled license costs due to difficulty in tracking deployment of backup software
- Fixed annual costs make budgeting easier
- Lower software costs reflect Tectrade's volume purchasing arrangements based on the 1.7 petabytes of protected data currently under management

Standard

10x5 (Monday – Friday from 08:00 to 18:00)

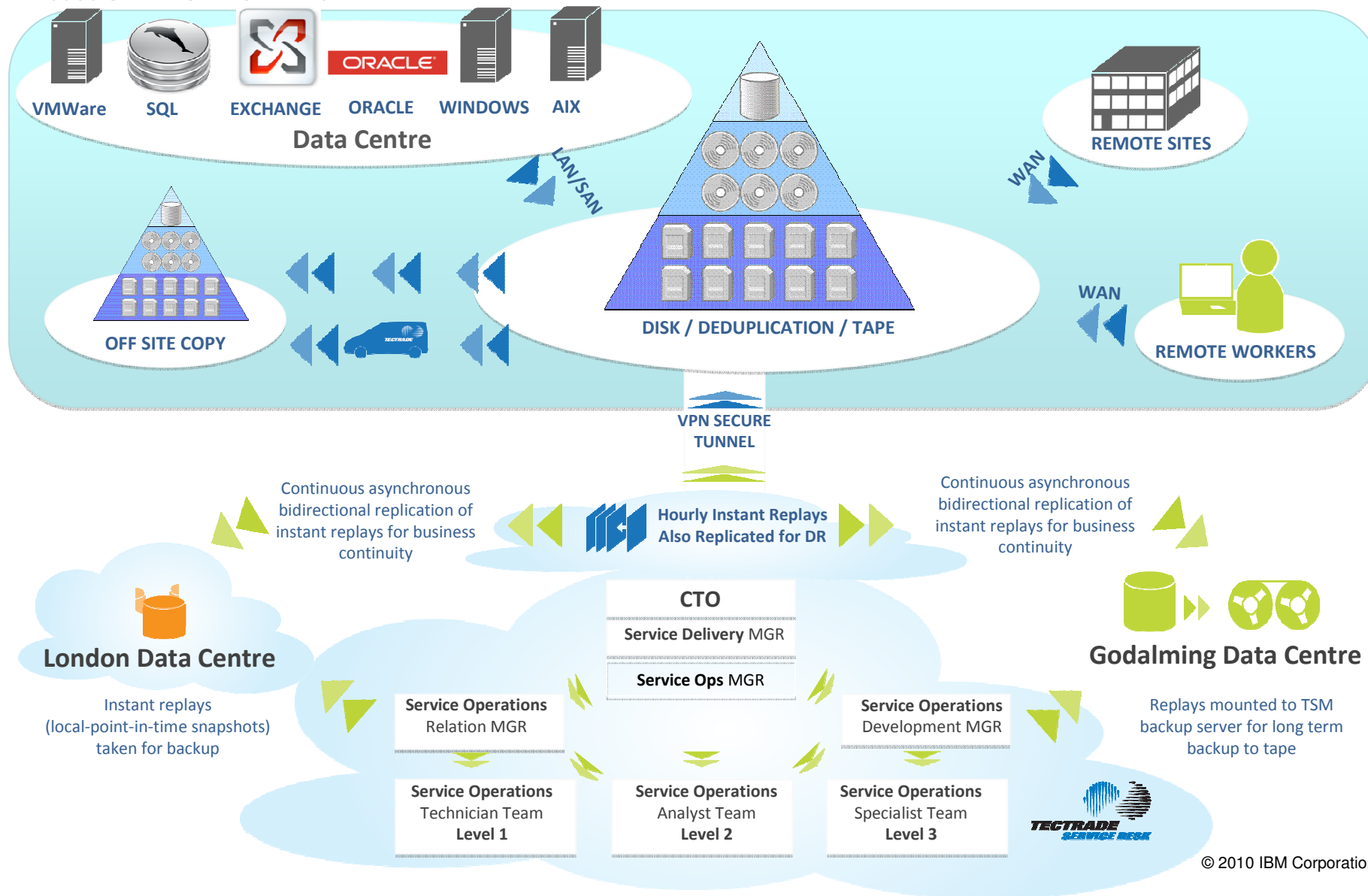
Extended

18x5 (Monday – Friday from 06:00 to 00:00)

24x7

24x7 (All day, everyday, 365 days a year)

BaaS - Overview



BaaS – Service Overview

Description

BaaS is a remote monitoring, reporting and management solution for customers wanting to improve efficiency and out-task the management and administration of their backup environment.

The service eliminates the need for customer specialist skills and reduces administration time by up to 100%, allowing customers to focus on other business priorities.

Features

- Creation of a Backup Catalogue
- Comprehensive Monitoring of Backup Environment
- Data Protection Within the Backup Catalogue
- Industry Leading Software
- ITIL Service Desk
- Experienced, Accredited Technical Resources
- Incidents Raised and Resolved Remotely, Including Vendor Liaison
- Customer Portal
- Key Performance Reporting
- Backup Server Software Upgrade
- Capacity and Performance Planning
- Service and Strategy Review Meetings

Benefits

- Remove the need for customer specialist TSM skills
- Up to 100% reduction in backup administration time
- Significantly improved backup service levels
- 24x7 monitoring of the backup environment
- Incidents logged for all error or faults and resolution managed remotely
- Weekly and monthly reporting on key service areas
- Service Review meetings held quarterly
- Performance underwritten by service guarantees
- Service level improvements reviewed bi-annually

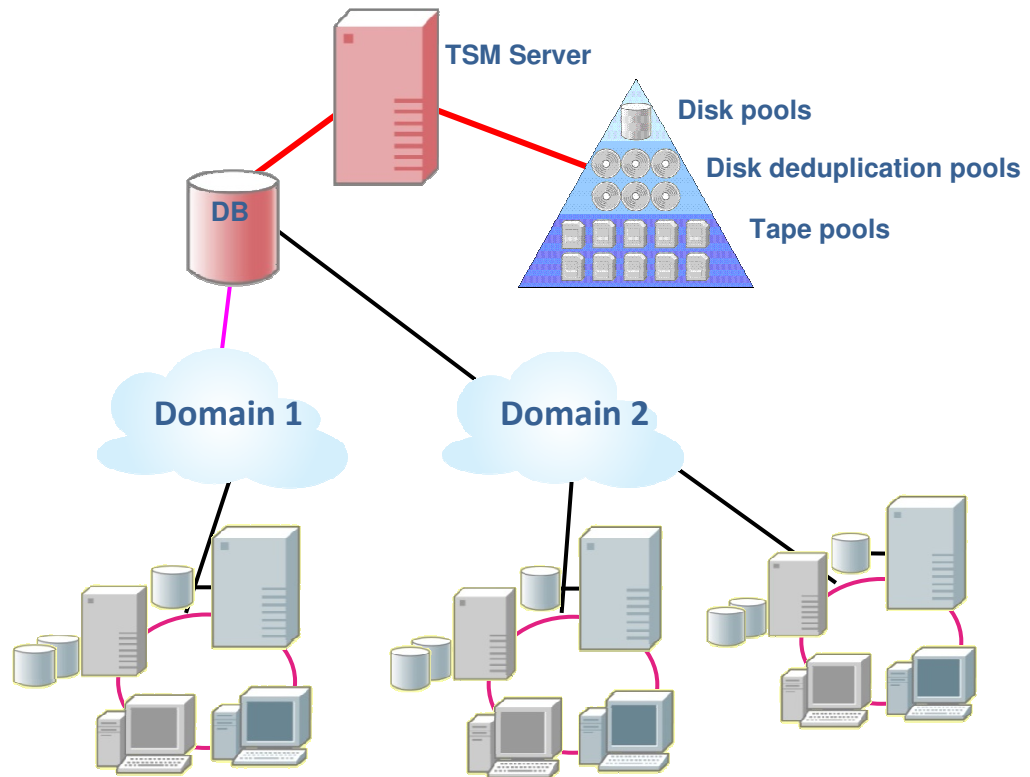
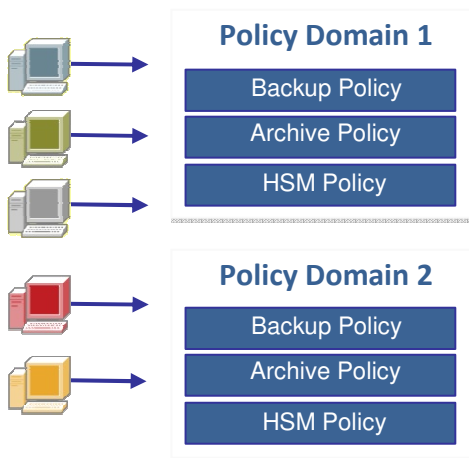
BaaS - Protect

Policy Management

Centrally defined polices:

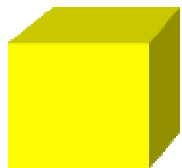
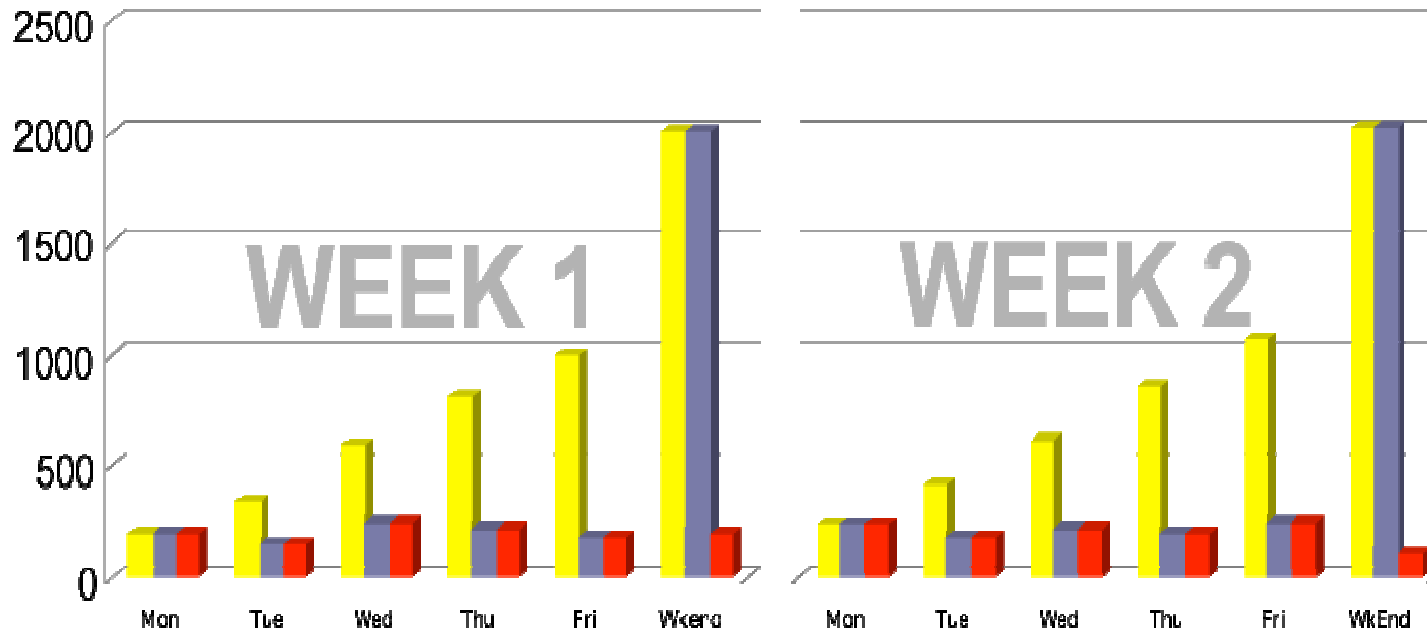
- What data?
- Where to store it?
- How long to keep it?
- File-Level granularity

Changes retroactively applied to already backed up data.



BaaS - Protect

How Much Can You Save?



Vendor A:
Full + Differential
Backup Capacity
Required Monthly:
26TB



Vendor B:
Full + Incremental
Backup Capacity
Required Monthly:
14TB

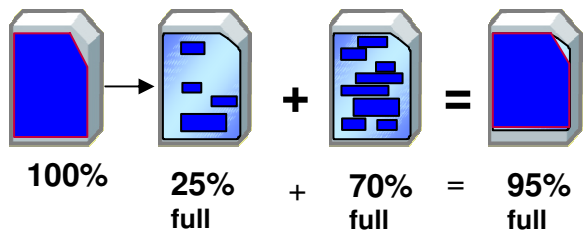


TSM
Progressive Incremental
Backup Capacity
Required Monthly:
7TB

BaaS - Protect

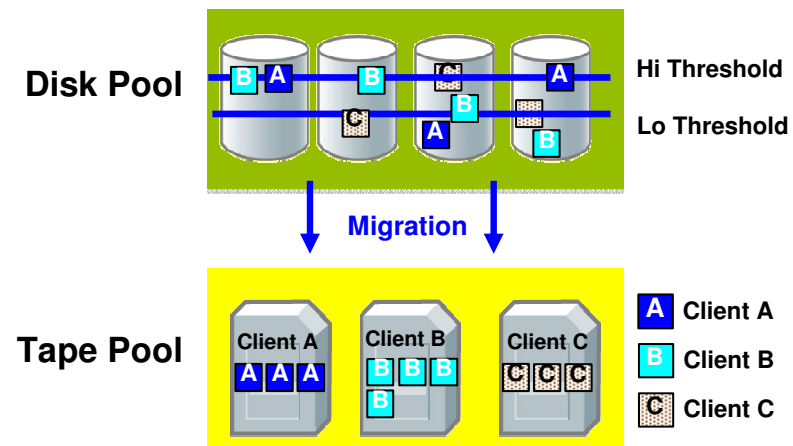
Tape Reclamation

- Better utilizes tapes, thus, saving money
- Tape utilization constantly monitored
- User-defined reclamation threshold
- Can be scheduled to occur at specified times
- When free space reaches threshold
 - Tape is mounted
 - Valid data is moved to another tape
 - Original tape is returned to the scratch pool

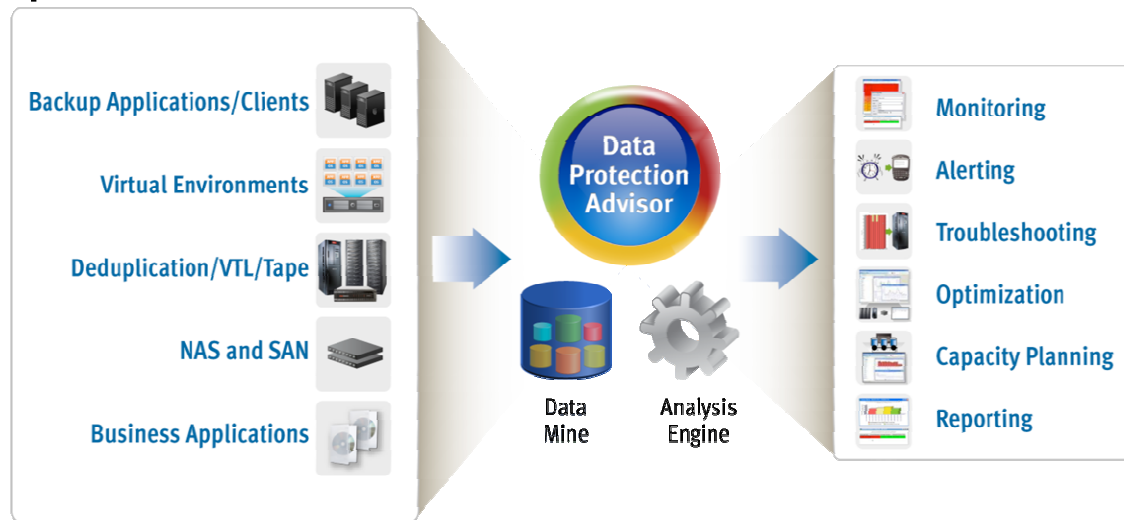


Data Co-Location on Tape

- Faster Restores: reduced tape mounts saves time
- Automatically stacks all data for a client, file system or group of clients onto the same tape or group of tapes



BaaS - Report



Consolidate and unify

Access all operational information across backup and replication from a single console



Find and anticipate

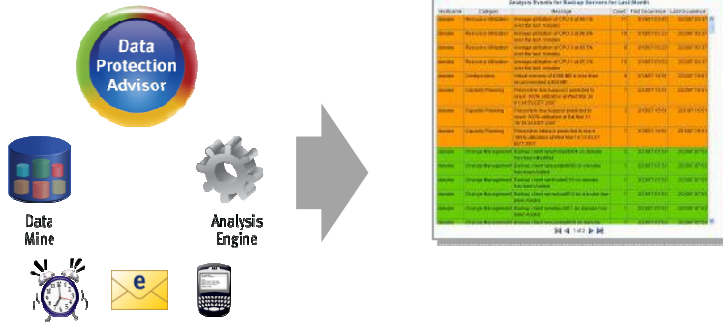
Rapidly get to the source of recovery problems—and ensure fast action



Prove it

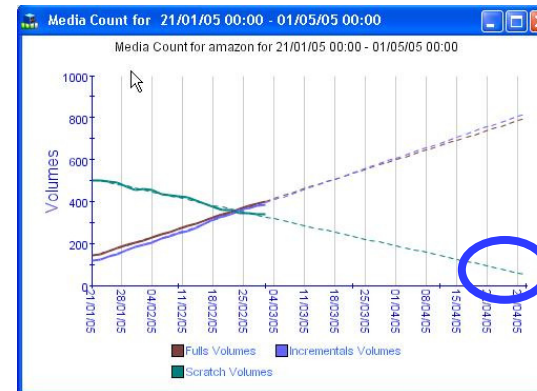
Audit recoverability and service level status with a click of a button

BaaS - Report



Real-time visibility for the entire data protection environment

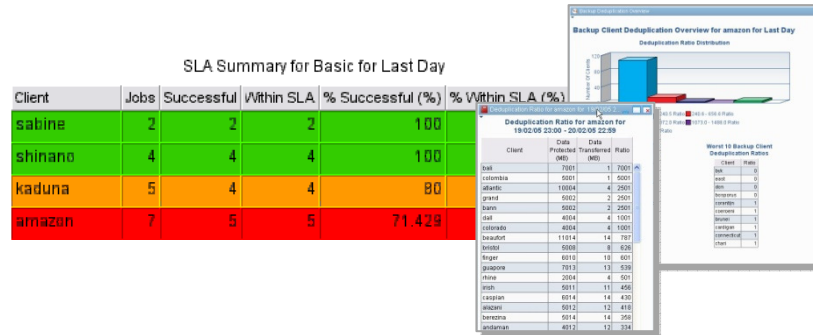
- Get and stay ahead by stopping developing issues turning into bigger problems
- Automated notifications sent through e-mail, SNMP or external scripts
- Works for all supported technologies and environments
- Priority based on criticality
 - Protection exposure
 - Missed service levels
 - Replication gaps and exposure
 - CPU utilisation



Efficiently plan and manage your growth and purchases

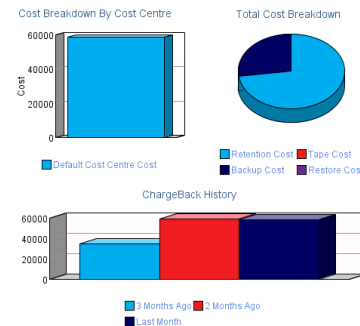
- Drive greater utilisation, smarter purchases
- Leverage the data mine and analysis engine to track utilisation levels
- Trend capacity and infrastructure requirements
 - Tape
 - Disk
 - Virtual tape libraries
 - Network
 - NAS
 - Replication-related volumes

BaaS - Report



ChargeBack Summary

Num Backups	Backup Size (TB)	Num Restores	Restore Size (GB)	Data Retained (TB)	Num Tapes	Total Cost
2386	13.646	5	98	31.251	0	£58,571.91



Automated reporting reduces reporting time and effort

- Service level agreement reporting
- Deduplication ratio reports for EMC Data Domain
- KPI (key performance indicator), audit reports
- Capacity planning, change management
- Performance, resource utilization, scheduling
- Chargeback reports—recuperate costs
- Recoverability gaps and alerts
- Replication and file system mapping
- Configuration, licensing, media management

Automated Chargeback Reporting

- Details of the number of backups and restores, details of the amount of data retained in TSM and how much this is costing in £ per GB
- Cost breakdown details of retention costs, tape costs and backup and restore costs
- Chargeback history of the costs for the last 3 months
- Cost breakdown by cost centre

Manage – ITIL Service Desk

Software Features

Customer Portal

- Review and Update Incidents
- Raise Service Change Request
- Access to Knowledge Bank
- Review Bulletin Board
- Configuration Items and Maintenance Information

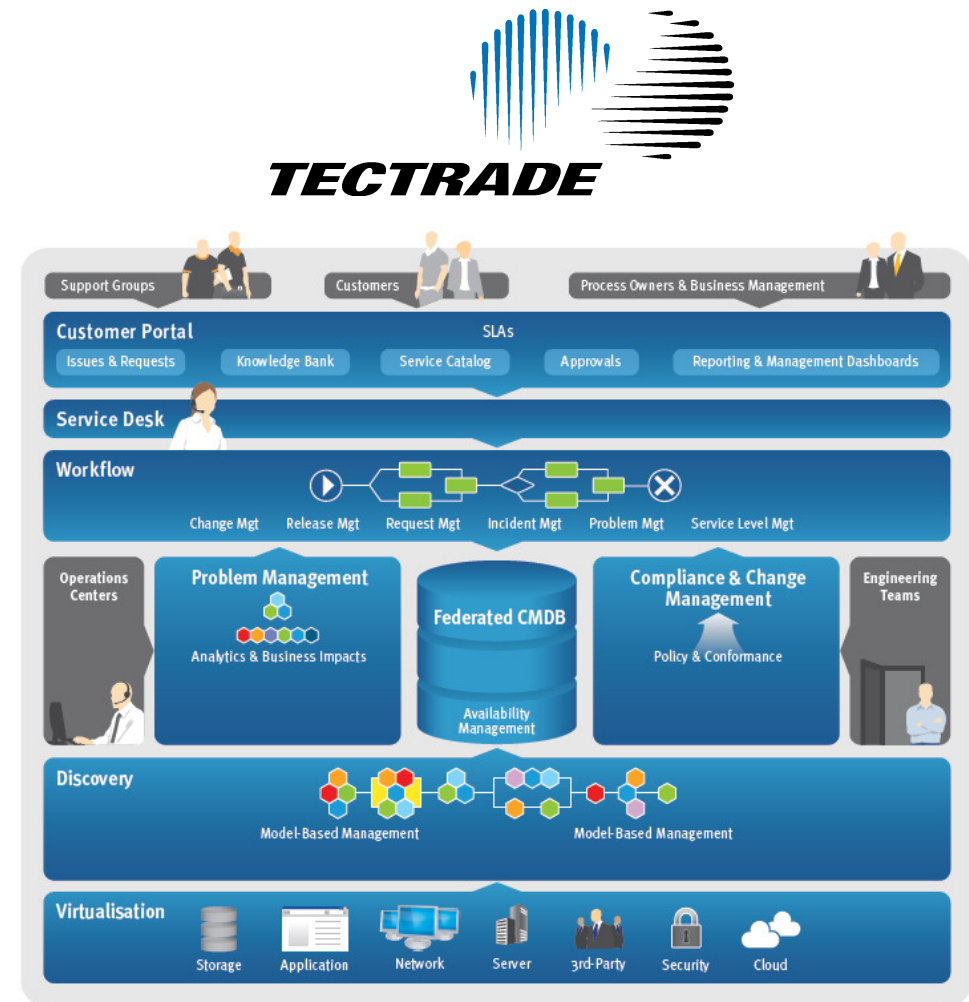
Incident/Problem/Known Issue

- 125,000 Backup Jobs Processed per month
- Automatic Raising of Incidents
- Problem Determination and Management
- Continual Service Improvement Reviews

Change Control

- Automated Change Control Process
- Workflow process to ensure quality of service

Industry Leading Configuration Management Database

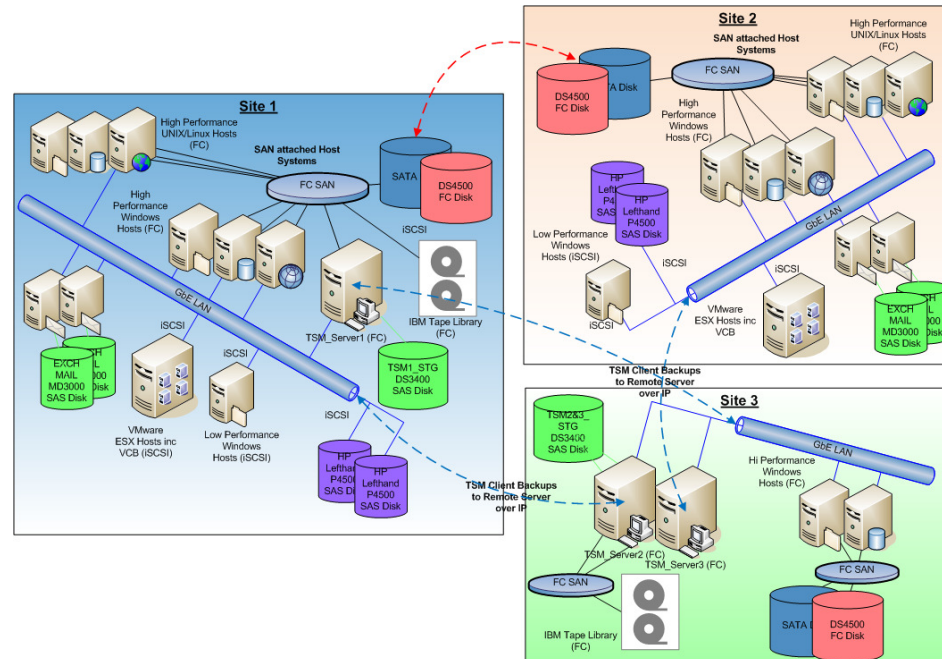


Storage Consult Overview

Quantify the current cost of ownership of SAN or Backup.

Identify areas where:

- Costs can be reduced
- You can improve Availability Management and Service Level Delivery
- Show how Capacity Management (ITIL) can help improve availability, scalability, performance and capability



Process

Data collected via a series of customer/stakeholder interviews and structured data collection exercises.

Deliverables presented in two stages. Please note that deliverables from Stage 1 must be signed off by the customer prior to the commencement of Stage 2.

- Stage 1: Discovery and Baseline Estimation
- Stage 2: Gap Analysis and Recommendations

# of Servers	Server Group	Capacity (TB)	Largest Single Capacity Server (GB)	RTO (Hours)	RPO (Hours)	Backup Versions (Days)	Version Retention	Recovery Success	BTO	Backup Success	% Annual Growth Rate
5	File Print Tier 1	1	500	8	24	31	90	98	8	90	15
10	File Print Tier 2	2	1000	24	24	31	60	95	12	90	15
4	Email	2	500	2	1	7	30	100	5 mins	0	30
15	Application Tier 1	6	1000	2	1	7	30	100	5 mins	100	35
6	Application Tier 2	2	1000	4	2	7	7	100	2	100	25
4	Application Tier 3	1	250	12	4	7	7	98	4	95	10
1	Archive Data	3	750	108	24	2	7 years	100	12	100	20
7	Non Critical Other	1	100	24	24	3	7	95	12	95	5
2	Bespoke	4	2000	1	0.5	31	30	100	1 min	100	20

RPO = Recovery Point Objective RTO = Recovery Time Objective BTO = Backup Time Objective

Reference materials

Relevant websites

- <http://www.tectrade.co.uk/managed-backuprecovery.shtml>
- http://www.tectrade.co.uk/baas_questionnaire1.shtml
- <http://www.tectrade.co.uk/documentlibrary.shtml>

Tectrade BaaS through IBM

- For more information, please visit:
www.ibm.com/services/uk/index.wss/offerfamily/igs/n1630191



Other information

www.tectrade.nl or www.tectrade.co.uk

Summary

BaaS Features

- Cost-effective, out-tasking solution for the mid-sized and large organisation
- Takes control of your backup environment, in-situ, consolidating your software and administration costs into a simple price per TB, based on the capacity of protected data
- Developed around and aligned to the ITIL Service Lifecycle
- The price per TB remains fixed for up to three years based on the estimated growth of protected data



BaaS Benefits

- Simplified capacity planning
- Improved performance
- Lower software costs
- Reduced administration costs
- Develop Backup Catalogue
- Reduced hardware costs
- Reduced media costs
- Improved Recovery Time Objective and Recovery Point Objective (RTO/RPO)
- Shortened Backup Time Objectives (BTO)
- Automated Disaster Recovery plan
- Also available through IBM Global Services