IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.

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IBM Resiliency Services

Cloud for “always on” business resiliency

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Agenda

- **Unforeseen risks and tolerance to downtime**
- **Using business resiliency planning to your advantage**
- **Protect your business with IBM Cloud Data Virtualization**

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"Our staff don't play games."

"Excavations next door aren't a disruption to our business"

"Rats aren't a risk."

"Forklifts aren't a risk to I.T."

"It's OK, the office has aircon."

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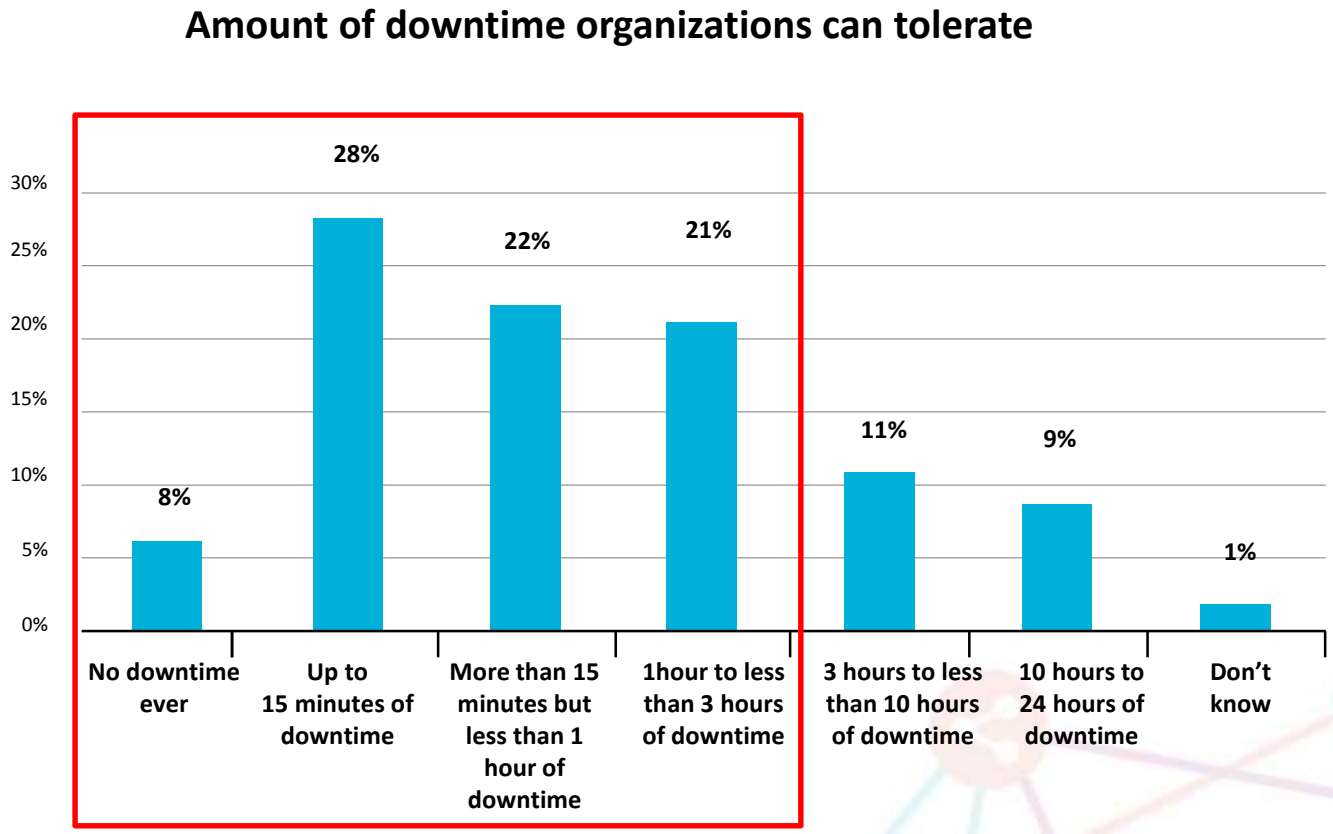
With business always connected, how much downtime can you afford?



79%

[1]The Enterprise Strategy Group Inc., 2013

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Calculating the real costs of downtime

Finances

- Drop in stock price
- Lost deals
- Disruption of cash flow
- Lost discounts
- Missed payments

Loss of reputation

- Negative impact to company reputation
- Damaged relationships with customers, suppliers, partners, or investors

Revenue

- Direct revenue losses or loss of future revenues
- Losses due to investments not made

Miscellaneous costs

- Temporary staff
- Travel expenses
- Equipment rental

Productivity

- Employees who cannot perform their jobs
- Missed deadlines

Regulatory

- Inability to meet compliance requirements

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Optimized resiliency planning benefits

- Streamline business impact analysis (BIA) and risk assurance (RA) processes
- Build business cases for executive support and investment
- Embed resiliency within the enterprise instead of bolting it on later
- Business continuity plans (BCPs), disaster recovery plans (DRPs) and integrated resource plan (IRPs) are always complete and up-to-date

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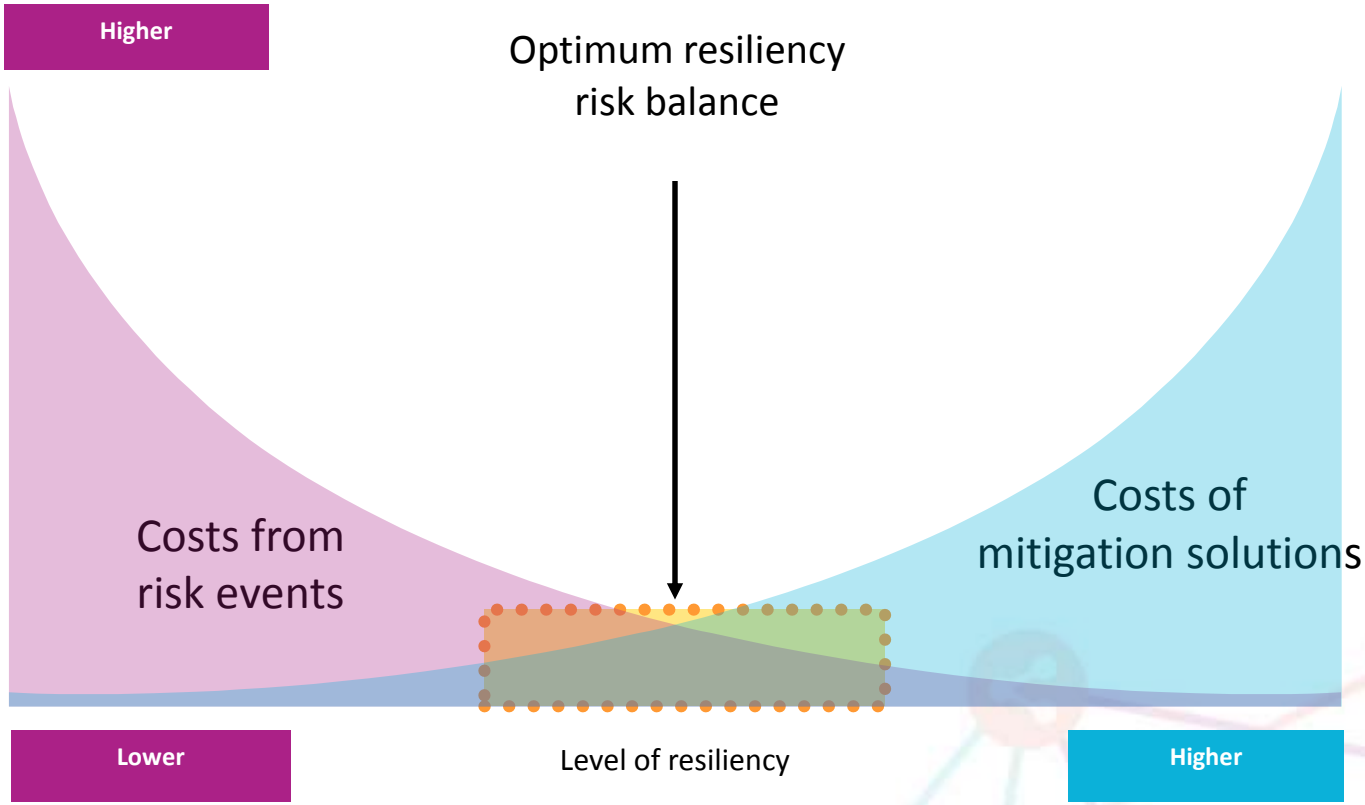
We can help you balance risk and resiliency cost



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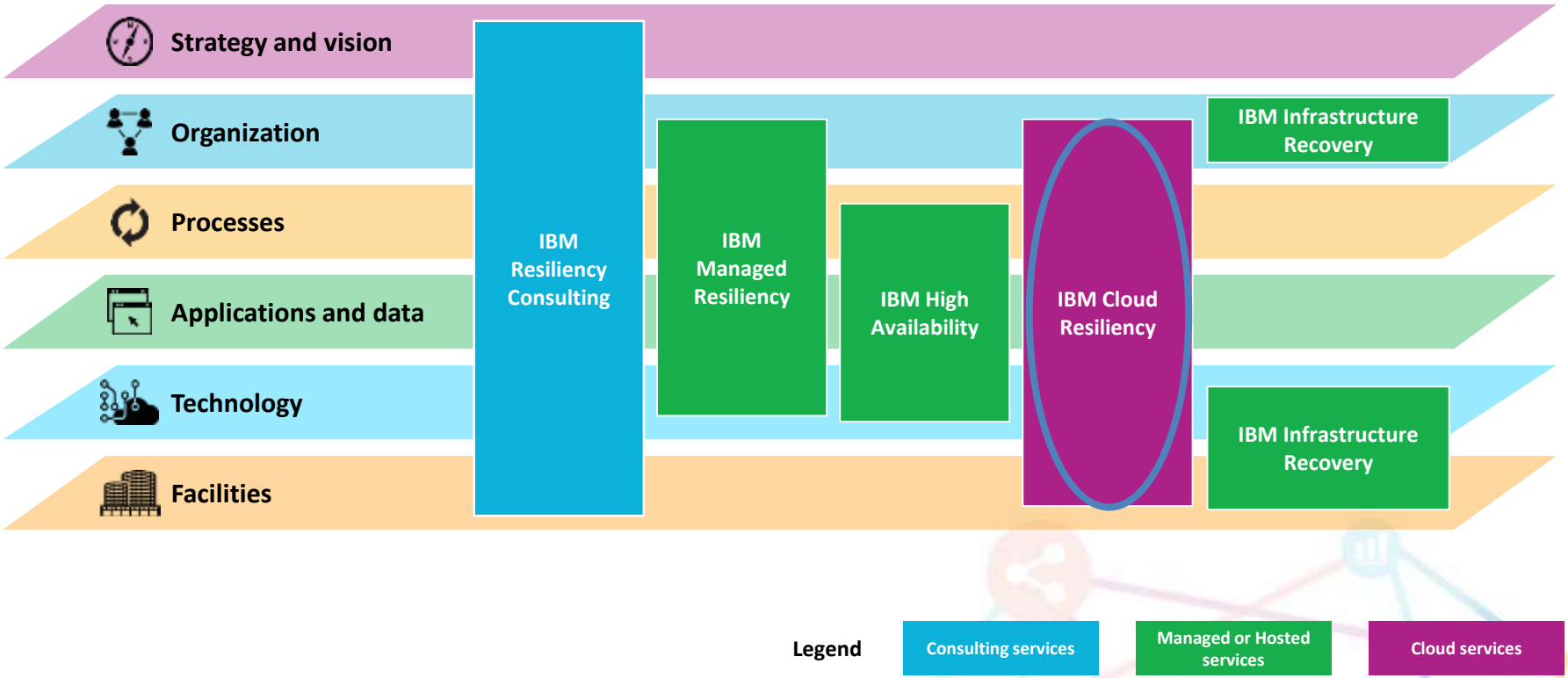
IBM end-to-end resiliency services: built in, not bolted on



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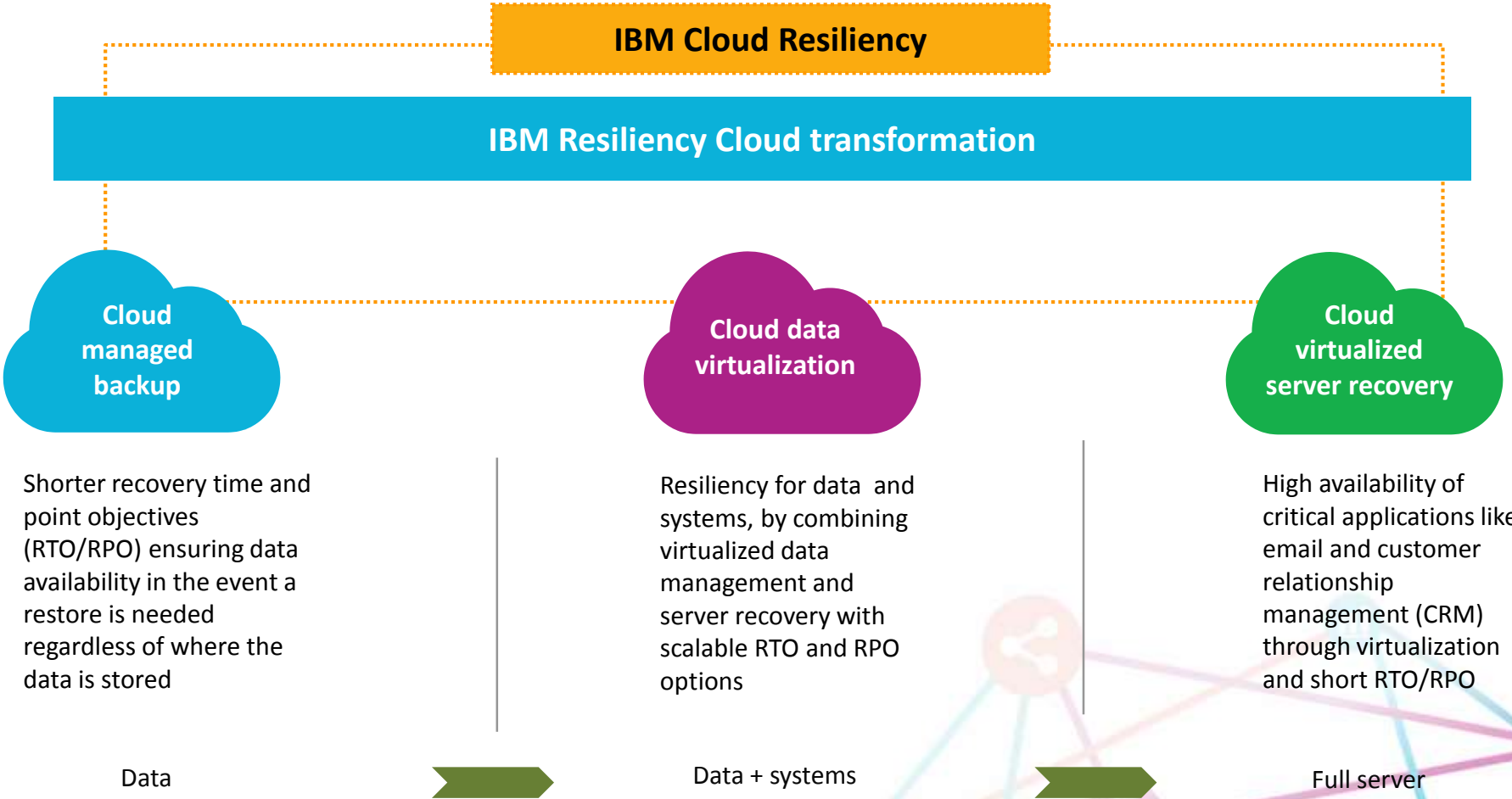
Optimized resiliency planning benefits



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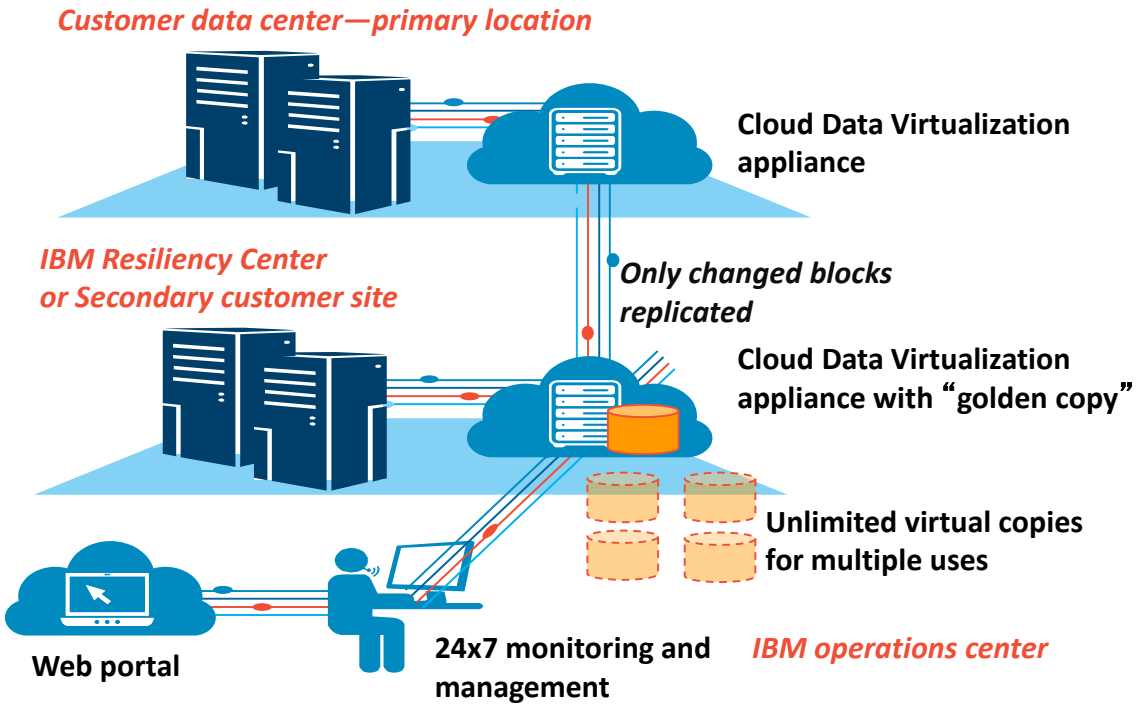
IBM Cloud Data Virtualization

Smart Cloud Data Virtualization is designed to:

- Create a one-time "golden copy" of production data
- "Golden copy" to provide support for 5 problems: Backup, DR, test/dev, archive & analytics
- Enable quick data recovery at the file, folder or server level



CDV success with AP finance institution

- **Existing Data warehouse solution (8TB SQL DB-s) were not being successfully backed up within the allotted window**
- **New test systems took over 3 days to build, now down to 30 min**
- **30 day PoC proved that CDV could do regular data warehouse backup in 5mins – they converted the PoC to their actual golden copy solution**
- **Expected TCO savings of ~30%**

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IBM can provide industry-specific global expertise, locally

Our vast resources include:

- **100 % success rate** in engagements with clients who have declared a disaster[1]
- **More than 50 years** of business continuity and disaster recovery experience
- **More than 6,000 professionals** dedicated to business continuity and resiliency

[1]Based on IBM client engagement data

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Thank you for your time today ☺

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