



IBM Information Protection Services

Highlights

- ***Helps deliver reliable, security-rich, automated protection of critical business data onsite or offsite***
- ***Provides a fully managed service that can facilitate predictable operating expenses, help lower capital expenses and reduce data protection costs***
- ***Helps enable auditable compliance with general and industry-specific regulatory requirements***

Delivering a range of managed services for reliable data protection

Faced with an explosion of data growth and information protection requirements, along with the increasing complexity of information, you need a reliable, cost-effective solution to manage and protect your data. Leaving a backup or archiving strategy to individual employees could expose your critical data assets to a wide variety of methods or tools that lead to inconsistent results. At the same time, unproven security policies and procedures for widely distributed data could expose your company to serious consequences from loss or theft of key critical data assets.

IBM Information Protection Services is a range of managed services that augments your current IT capabilities by helping you quickly back up, restore, archive and maintain access to critical data. Whether you choose an onsite

redundant repository or an offsite redundant infrastructure managed and protected by IBM, our comprehensive data protection services can help automatically safeguard your data across a range of scenarios, while helping you reduce your operational costs and improve your backup and recovery success rate. With our on demand solutions, we offer a faster time to implementation of proven backup, archiving and continuity strategies, freeing your IT staff to focus on your core business needs.

Delivering security-rich, automated protection of critical business data onsite or offsite

IBM Information Protection Services is designed to help you reduce business and operational risks associated with data, system and site loss, and downtime through the ability to quickly back

up, restore, archive and maintain access to critical data on demand. It includes both onsite and remote managed data protection for your data center servers, applications and databases, as well as email, laptops and desktops. We can provide automatic, daily data backup in a security-enhanced data center, with rapid, user-initiated, Web-based restore capabilities and the ability to preemptively monitor and proactively respond to failures. We also offer a broad range of advanced capabilities, including email continuity, recovery and archiving as well as emergency and crisis notification and collaboration. With greater flexibility and scalability, IBM Information Protection Services can help you implement a plan based on your priorities for backup, retention and retrieval—so you can have access to information in the extended enterprise virtually anywhere, anytime.

Reducing data protection costs through appropriate pricing models

IBM Information Protection Services provides seat- and usage-based monthly billing packages for server and PC data protection. Our pricing model

mitigates the need for capital expenditure by providing practically all equipment and support, including software and hardware. IBM Information Protection Services also provides virtually unlimited scalability, with predictable monthly costs and service levels. Centralized visibility, reporting and analytics help save time and expense by allowing IT staff to more proactively manage service levels and potential disruptions. And, through the ability to meet or even exceed your service level agreements or objectives, you can gain faster time to implementation of proven backup strategies and free your IT staff to focus on core business initiatives. In addition, our total cost of ownership (TCO) value assessment tool—developed through extensive research—can help further quantify the potential savings in TCO with information protection services from IBM.

Providing flexibility to adapt to changing business and regulatory requirements

IBM Information Protection Services delivers a range of comprehensive, cross-platform solutions to help protect your critical data in accordance with regulatory requirements and business

needs. We provide a consistent approach to delivering managed services, focusing on extending your capabilities with managed solutions for data protection, while minimizing application, data and system loss, and balancing workloads. By providing the flexibility, scalability and adaptability necessary to support changing business and regulatory requirements, we can help you manage growing IT infrastructure complexity.

Why IBM

With over 40 years of experience and best practices in business resilience and information protection, IBM is a leader in addressing multiple types of operational risk, including business-driven, data-driven and event-driven risks. Our global business resiliency centers, located in 55 countries, are designed for multivendor environments and support more than 200 hardware and software vendors. With options for custom or standard services and faster time to implementation of managed services, we can help you turn even the most disruptive events into a competitive advantage for your organization.

IBM Information Protection Services components, features and benefits

Component	Feature	Benefit
Onsite data protection	<ul style="list-style-type: none">• Restore assistance and encryption• Offsite tape vaulting and rapid offsite tape recall• Online application and database backup	<ul style="list-style-type: none">• Managed data protection for your data center servers, applications and databases worldwide• Flexible recovery point and recovery time options• Predictable monthly expense through a pay-as-you-use model
Remote data protection	<ul style="list-style-type: none">• De-duplication technology for bandwidth-efficient data transfer• Quickstart to reduce time and wide area network (WAN) bandwidth required for large initial backups• Quick restore to restore large volumes of data	<ul style="list-style-type: none">• Provides managed data protection service for your servers, applications and databases located in an IBM data center• Offers flexible recovery point and recovery time options• Pay-as-you-go service pricing
Email management express	<ul style="list-style-type: none">• Integrated email continuity and recovery, archiving and crisis notification services• Advanced email archiving capabilities with rapid search and retrieval• Two-way emergency communication through email, Short Message Service (SMS), fax and voice	<ul style="list-style-type: none">• Provides a standby email system that can be activated within minutes to maintain continuous access to email• Creates a central, indexed email repository to ease legal discovery requirements, meet retention regulations and manage storage costs• Helps maintain robust communication and collaboration during crises and disasters
Fastprotect online	<ul style="list-style-type: none">• Continuous, near real-time data protection for desktops and laptops, including backups to an offsite data center and local cache• Backup of files to remote file server at low, pay-for-use model• Encryption-based data transfer	<ul style="list-style-type: none">• Helps ensure critical data integrity• Supports affordable, optimized data protection with scalable pricing• Helps to provide user privacy and optimized data protection



For more information

To learn more about IBM Information Protection Services, please contact your IBM representative or IBM Business Partner, or visit the following Web site:

ibm.com/services/continuity

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