

InTechnology
Secure Offsite Data

VBAK
Data security has never been more important

FINANCIAL BUSINESS CASE

**HOW TO HELP REDUCE COSTS
AND INCREASE PRODUCTIVITY**



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How to help reduce costs and increase productivity?

In the current economic climate, many organisations are facing difficult commercial decisions. How to reduce costs without compromising productivity and performance? Any adverse effects can cause even greater speculation, which may be damaging to a company's reputation and credibility, directly affecting its financial stability.

These commercial decisions are compounded by other compelling issues which may threaten to undermine the business:

- Skills shortages, particularly in IT
- Increased costs of retaining and attracting key employees
- Rising costs in acquisition and management of IT assets, such as storage
- Security, integrity and protection of data
- Disaster Recovery/Business Continuity
- Competitive threats

In view of these and many other challenges that may be experienced, we would like to you consider the following business case which we believe will enable you to reduce costs, whilst increasing the productivity of your workforce by using VBAK, an online backup and restore solution delivered by InTechnology.

Do you have your finger on the pulse?

Whilst advancement in technology provides many benefits, it can also be a double-edged sword, by creating an even greater skills gap with your existing staff, which can often only be bridged via investment in training and development. However, if you lose a key member of your IT department, or they are off sick, how would this affect your business?

In this electronic age we live in, we all rely on access to data to perform our daily tasks, but have you seriously considered the following questions?

- How safe is your data?
- What value do you put on protecting your most valuable asset?
- What is the cost to your business of downtime?
- How productive are your IT staff and do they have the luxury of time?
- Do you have a DR Plan?

In addition to the above, if you're a plc, what provisions have you made to satisfy the requirements of "The Turnbull Report", which specifies that Board members are accountable to shareholders, if it is deemed they have been negligent in protecting business critical data?

Sadly, many companies today still entrust their most vital resource - data - to a fragmented, costly and often ineffective, labour-intensive backup policy. However, this often only avails itself, when it comes to retrieving and restoring the data.

Do you still rely on a tape-based solution to backup your data and a daily courier or member of staff to take it offsite?

This is a process that has been in existence for over 25 years, but as data is now the lifeblood of your company, now is the time to re-evaluate your backup and restore policies and to consider the real costs to your organisation of downtime.

What impact would critical data loss, have on your business?

For instance, Ebay had an operating system failure for 22 hours. Inability to access that data, cost them £2-£3M in lost revenue and resulted in a 26% decline in their stock price.

What would be the financial implications to your business, were you to lose data, even for a short period of time?

For example, if system data were lost, how long would it take to re-enter the data? Would you be in a position to recreate even a single day's transactions? What impact would it have on your credibility, accuracy, audit and cashflow?

Whilst the sales ledger and credit control departments may suffer the largest financial impact, how would you:

- Service Customers?
- Control Stock?
- Purchase from suppliers?
- Pay salaries?

Additionally, it is not uncommon for finance departments to produce very complex account spreadsheets, which can take days or even weeks to compile.

If these were erased from the system and could not be restored quickly and efficiently, this would adversely productivity and in turn profitability.

Inability to access and retrieve data, would be very costly to your business and in some cases, the data may never be recovered!

VBAK

To address these key business issues InTechnology has developed VBAK. VBAK provides a fully automated online backup and restore service, which delivers real business benefits and can minimise your financial risk and exposure, in the event of data loss.

This business case document has been designed to illustrate how VBAK can provide true cost savings and real commercial benefits to your business.

What are the key benefits of VBAK?

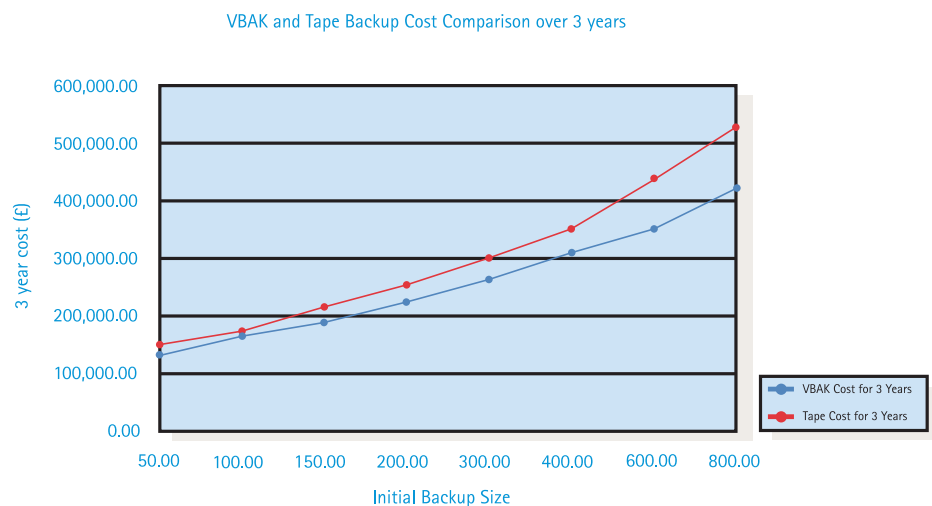
The main benefits of VBAK, compared with traditional backup methods (i.e. manual tape routines) are:

1. Cost savings
2. Productivity gains
3. Improvements in security & integrity of data
4. Peace of mind

Cost savings

We are confident that given some very basic information about your current data volumes, estimated growth and your current backup and restore processes, we can prove conclusively that VBAK will save you money, over a three year period.

The following graph compares the typical costs associated with installing and managing a traditional tape based backup system, which are comparable to VBAK. The numbers used have been based on real life scenarios and we would be very happy to do a direct comparison, based on your actual costs.



The above graph takes into account the following elements of a backup solution:

Tape

- Hardware
- Software licenses
- Installation & training
- Ongoing Management
- Offsite courier/tape storage

VBAK

- Set up charge
- Leased line charges
- Data storage charges

- **Reduced cost of ownership**
 - It is estimated that the cost of managing storage, is 10 times greater than the cost of acquisition, which is further intensified if your data volumes grow. Because VBAK is a managed service and is charged on a pay as you go, pay per usage, you only pay for what you use, when you use it. This results in reduced capital outlay, improves cash flow and because the service is rentalised, it allows you to budget more effectively, giving you greater control, enabling upgrades to be expedited quickly and efficiently.
- **Reduced storage costs**
 - VBAK compresses your data, performs common file elimination and only backs up incremental changes, reducing your backup window, storage requirements and associated costs.
- **Reduced operational expenses**
 - Companies can minimise the need for internal IT staff to manage backups and storage. Additionally, the high cost of recruiting experienced IT staff can be reduced, as VBAK delivers real cost savings compared to the alternative of deploying and managing an in-house system and addresses the IT skills shortage that many companies now experience.
- **Reduced implementation costs**
 - As well as the ongoing costs of managing your IT assets, VBAK incorporates agent-less technology, which not only provides seamless integration with your existing systems, but also eliminates the high costs associated with traditional backup solutions, which require hardware, software licences, support contracts and investment in training.
- **Reduced costs of downtime**
 - Probably the biggest hidden cost for any business, is downtime and this is often something that is difficult to quantify. VBAK is not flawed with the common issues associated with tape-based backup methods, which means downtime is maintained to a minimum, because restores can be invoked immediately and reliably, thereby reducing financial exposure.

Productivity gains

- **Speed of restores**
 - Because VBAK stores data on disk, rather than traditional tape media, a file that previously took 30 minutes to retrieve, can be restored instantly, without delay. This enables what is often an overstretched resource, namely your IT department, to be deployed on less menial tasks that are far more productive and strategic to the business.
- **Maximising resources**
 - VBAK allows you to focus on your core business, leaving the daily chore of backups to a professional, enabling you to get the most from your available resources.
- **Remote management**
 - Restoration of data can be instigated and controlled remotely, eliminating the need for "on-call" staff to come into the office unnecessarily in order to restore lost data.
- **Remote backup**
 - This facility enables the automated backup of remote sites and mobile laptop users, thereby eliminating unnecessary workload in re-producing work that has been lost, or corrupted.
- **Multi tasking**
 - VBAK unlike tape based solutions, allows simultaneous multiple backups and restores to run concurrently. This reduces the time required to perform such tasks, thereby increasing productivity.

Improvements in security & integrity of data

- **"Belt and braces" solution**
 - Data from your site is compressed, encrypted and then transferred offsite to a highly secure, robust, world-class Data Centre environment, where multiple copies are held for resilience and high availability.
- **Disaster Recovery**
 - VBAK is also complimentary to any DR/Business Continuity strategy you may already have in place, or are in the process of adopting, as data can be restored to an alternative DR location of your choice if required.

Peace of mind

- **Service round the clock**
 - VBAK is monitored and managed 24x7x365 enabling restoration of data anytime day or night.
- **Reliability**
 - Not subject to human error, as data is automatically backed up you can rest assured that should you need to instigate a restore, your data will have not vanished into the ether.
- **File corruption**
 - Eliminates problems of file corruption, as multiple generations of each file can be held, allowing you to revert to a previously stored non-corrupted version, when required.
- **Flexibility**
 - Allows you to effectively cope with data growth and surges in demand without having to commit to heavy capital expenditure.
- **Minimises risk**
 - Ensures that a potentially serious business risk, which whilst managed by a third party, is still under your full control!

Summary

Data protection, security and integrity are undoubtedly some of the most important issues affecting your company today, because without data, you cannot function effectively as a business.

The issues associated with the backup and restoration of your most valued asset - data - deserves serious consideration from a financial perspective, as it can have far reaching consequences, when something goes wrong and your data cannot be restored in a timely manner, if at all.

As a result, we would very much welcome the opportunity to discuss this with you, in order to demonstrate how VBAK can deliver cost savings, productivity gains, improvements in the security and integrity of your data and peace of mind.

If you are interested in receiving a bespoke cost analysis on your existing backup and restore strategy versus VBAK, contact a VBAK sales specialist on [0800 52 82 52 2](tel:0800528252).