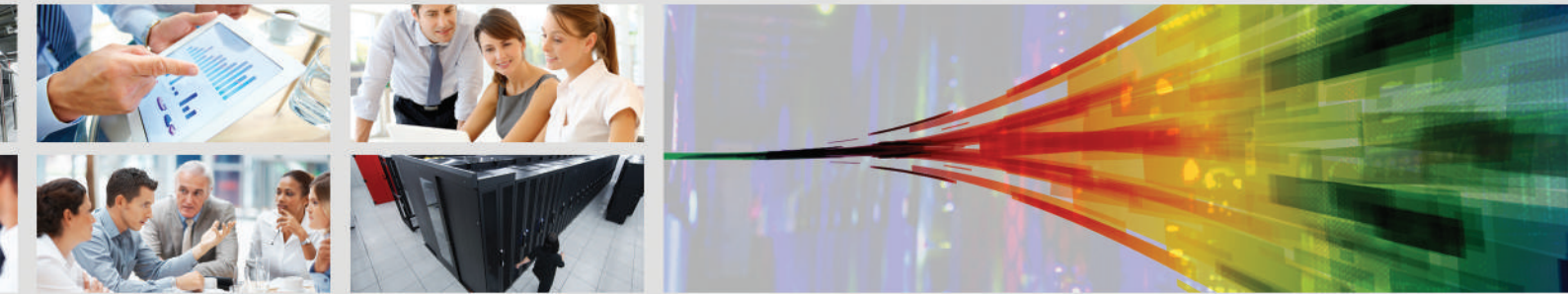


# iomart

## Backup as a Service



## The Backup Challenge

Regardless of industry, sector or size of workforce, one thing is certain: all organizations are generating ever-greater volumes of data. An often quoted statistic states that 90% of all data in the world has been generated in the last two years. This exponential growth curve may not be replicated as drastically in all organizations, but the increasing use of information in all areas of business is increasing pressure on IT departments to ensure that this often business-critical data is backed up and stored securely and in compliance with any legal or regulatory requirements.

The challenge can be further complicated by remote workers or multiple office locations that also require an effective backup solution, multiple different platforms across the entire IT infrastructure or 24/7 continuous business hours, minimizing the potential data backup window periods.

Traditional backup solutions simply aren't capable of coping with the demands of the modern environment. They're labor-intensive, require physical storage, they're susceptible to damage and corruption, while restore processes can be difficult and slow.

## The BaaS Solution

### Technology

iomart has partnered with the world's leading storage technology provider, EMC, to offer BaaS, based on their leading enterprise grade platforms, Avamar and Data Domain. Avamar is an intelligent solution for both physical and virtual environments with application aware agents deployed to each endpoint or virtual system. Those endpoints then backup to on premise systems or centrally to secure N+N data centers, with backup schedules and data sets preconfigured to best suit your business requirements. Data Domain provides industry leading deduplicated storage delivering an ideal target for archive and data backup.



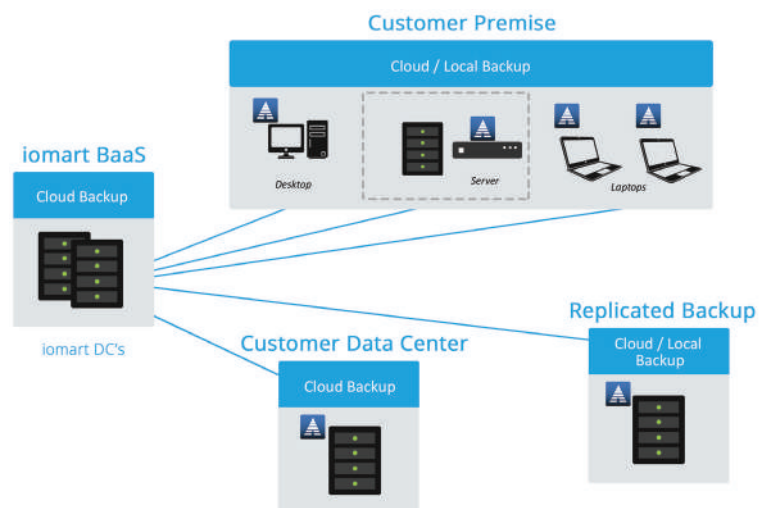
One of the key benefits of EMC Avamar is the deduplication feature: each unique item of data is only backed up once, minimizing the duration and bandwidth used during each backup window. This approach allows for full daily backups and simple restores of critical data.

### Flexible Solutions

At iomart, we know that one-size does not necessarily fit all, that different organizations have different requirements, and that these requirements can change with time. That's why we've developed a range of managed solutions going from full cloud to on premise to replication. All our solutions are flexible, scalable and backed by our industry leading SLAs.

#### Backup as a Service key benefits

- Lower total cost of ownership
- Highly resilient, highly available
- Allows switch from CAPEX to OPEX
- Simple to set up
- Simple management through iomart portal
- Flexes with business requirements
- Can be configured to meet RTO/RPO targets
- 24/7 support
- Managed by experts

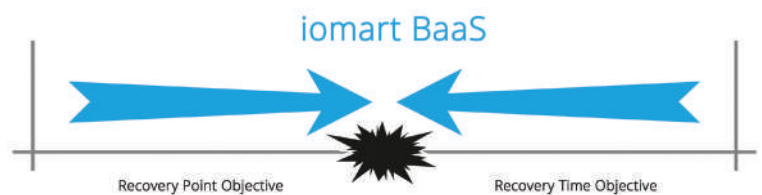


## 1. On-Premise as a Service

Some industries have particularly strict regulations surrounding the location of data storage, while some companies may have a desire to ensure their data remains within particular geographical borders. With our **On Premise as a Service** backup solution, organizations with a requirement to maintain their primary data backup on site can still benefit from iomart's backup solution. We will provide an EMC Avamar grid to be installed in the customers own office or data center and manage their entire backup process through our web portal. This removes the associated overheads and drawbacks of a traditional backup system and provides the benefits of a state of the art solution from the world's leading backup technology provider. An On Premise solution allows the organization to maintain an effective backup solution across the entire company, while also allowing for tailored backup policies to be applied to different departments or groups as required. It offers significant economies of scale over traditional solutions due to the shared and standardized infrastructure, while retaining effective control. Using this option, iomart relieves the pressures and responsibilities on any internal IT resource, with the service backed up by our 24/7 support teams and comprehensive SLAs.

### On-Premise as a Service key benefits

- Helps manage regulatory compliance
- Achieve RTO/RPO
- Business critical data remains on site
- Switch to scalable OPEX model



## 2. Cloud Backup as a Service

iomart operates a network of data centers and the connecting high speed fiber network between them. Our data centers contain multiple EMC Avamar grids, giving our customers direct access to the world's most comprehensive range of powerful, trusted and smart storage.

With our **Cloud Backup as a Service** solution, customers download a simple client to each endpoint device to be backed up and use the iomart portal to configure the appropriate backup schedules, datasets and policies. Data is then backed up to iomart's EMC Avamar grids and easily recovered using the simple restore process in the web portal. Thanks to iomart's significant investment in our hardware, we have inbuilt redundancy and flexibility, allowing ample scope for expanding data volumes. Our simple and transparent billing model, set at a cost per GB per month, provides our customers with complete clarity, allowing effective budget forecasting.

Customers selecting this route benefit from the 24/7 support of our dedicated iomart team of technicians and impressive SLAs covering uptime, availability, restoration times etc. while also having access to live reports on current volumes stored, status of backups and forecasts of future usage based on historic data.

### Cloud Backup as a Service key Benefits

- Enterprise grade technology
- Flexible and scalable
- No requirement for on premise hardware – saving power and ventilation costs
- Eliminates ongoing hardware maintenance and replacement costs
- Simple pricing model – only pay for the storage used
- In built redundancy
- All data centers fully secure and accredited



## 3. Replication as a Service

Our **Replication as a Service** model is perfect for customers who have already invested in their own on premise solution based on EMC Avamar and/or Data Domain, yet have a requirement to add another layer of data protection externally. Rather than purchase a second grid in another location, with the associated costs of powering, cooling, maintenance and management, customers can instead replicate their backup to the iomart network. This provides them with the benefits of an on premise solution, such as high RPO/RTO requirements, but provides additional peace of mind by replicating their data to an off-site infrastructure. Storing a single copy of backed up data, in a single location, has an inherent risk. Fire, flooding and other natural disasters, or even human error, could lead to the irretrievable loss of that data.

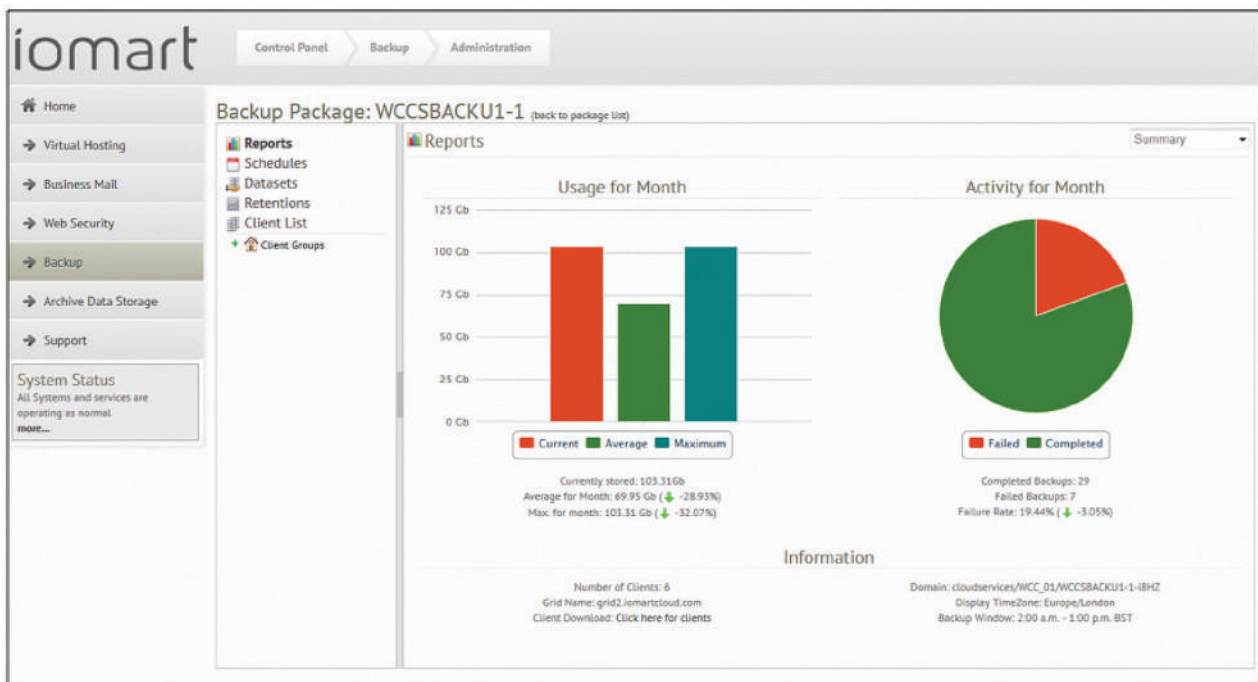
### Replication as a Service key benefits

- Added peace mind with data replicated to geographically distinct iomart infrastructure
- No need for customer to invest in an additional EMC Avamar grid
- Enables Recovery as a Service in the event of loss of on premise data
- Reduces costs



## iomart Portal

iomart has developed a simple to use, web accessed portal to easily configure, manage and report on our EMC-powered backup service. This portal is offered across every variant of our backup service.



### The portal provides:

- A dashboard overview of the backup status
- Access to support documentation
- Flex backup on demand
- Create backup schedules to suit business needs
- Access real time reports
- Download and install the EMC backup client to a new end point device



For further details: visit [www.iomart.com](http://www.iomart.com) or email: [contact@iomart.com](mailto:contact@iomart.com) or call: +1-954-880-1680