Eversync Delivers the Singular Backup and Disaster Recovery Solution that Mid-sized Businesses Need Today

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An affordable, viable disaster recovery plan is now well within the reach of any mid-sized business simply through the purchase of backup software. Backup software has evolved to integrate backup and DR into a single data protection offering. However all solutions are not created equally and to choose the right one, mid-sized businesses must first verify that these solutions satisfy six key requirements unique to them. The Eversync Virtual Backup Software provides this singular total data protection solution that enables mid-sized companies to finally implement a real disaster recovery plan.

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Industry

Data Protection

Six Prerequisites of a Viable DR Solution

- All-in-one backup and recovery
- Disk-based backup with deduplication and byte-level replication
- Multiple data replication options
- Single, easy-to-use consolidated management interface for managing backup and DR
- Affordable pricing with no hidden software licensing fees
- Vendor support

Solution

- Eversync All-in-One Data Protection Solution

The idea that mid-sized businesses can implement a viable disaster recovery (DR) plan has become an attainable goal with the advent of Total Data Protection software. Decreases in hardware and software costs coupled with feature-rich backup software have resulted in DR becoming available as part of a backup solution. But DR is still no "gimme." It requires that mid-sized businesses select a solution with the right mix of features so they can successfully execute on a DR initiative in their environment.

A Transformation in Disaster Recovery is Under Way

The reasons why mid-sized businesses do not implement DR vary but the ones most commonly cited in a recent survey include: [1]

- Complexity
- Cost
- Difficulty in getting management buy-in
- Insufficient vendor support should a disaster strike
- Time consuming to properly implement and manage

So what needs to change is how DR is packaged and delivered to mid-sized businesses. Traditionally, disaster recovery solutions have required dedicated hardware, software and networking gear along with complex configurations between multiple sites.

> "The Eversync Virtual Backup Software provides a total data protection solution with its all-in-one, disk-based, deduplicating backup and recovery solution for mid-sized companies to meet their backup needs for today while enabling them to implement the kind of disaster recovery solution previously only available to large enterprises."
>
> —Jerome Wendt, DCIG Lead Analyst

Unfortunately, mid-sized businesses do not have a large IT staff with specialized skills in hardware, software and networking, or the time to deploy complex systems. Mid-sized businesses also seldom have multiple sites with true data center operations. As a result, the right solution must be simple, affordable and reliable, yet allow them to replicate all of their critical data off-site.

The good news is that a transformation in how DR is delivered is already under way. Existing backup solutions offer more features that deliver integrated replication to support disaster recovery.

But these solutions do *not* equally address the concerns outlined above. Some are too difficult to implement. Others cost too much. Some lack a clear-cut plan for support should a disaster strike while others are too complex to properly implement and manage. So to identify a viable DR solution that may be quickly implemented and meet their needs now and in the future, the solution needs to meet the following six requirements.

Six Prerequisites of a Viable DR Solution

1. *All-in-one backup and recovery.* Mid-sized businesses lack both the time and expertise to first purchase and then assemble and configure the hardware and software needed to initially implement backup, much less a viable DR solution. So what they need is a solution that provides them with needed features that are well integrated to quickly move from installation to operation.

   "All-in-one" backup and recovery software virtual appliances meet this definition. Virtual appliances are fundamentally changing how software is developed, distributed, deployed, and managed. Virtual appliances are self-contained with their application stacks customized and optimized for backup and recovery workloads and then embedded in the Operating System of choice.

   Virtual appliances are also more secure and reliable than traditional software. By simply copying a set of files and powering on the virtual appliance *(.vmx file,)* an application is instantaneously available. Further, since virtual appliances include the operating system and necessary software components, they may use the virtual hardware that is provided and configured through the hypervisor so no testing needs to be performed by an IT Administrator.

   The data protection software also needs to protect and recover both physical and virtual operating systems as well as being capable of bare metal backups and restores. It also should integrate with existing applications like Microsoft Exchange, SharePoint and SQL Server to provide recoverable data.

2. *Disk-based backup with deduplication and byte-level replication.* Backup to disk and deduplication have become necessities in delivering fast, efficient backups and recoveries. Disk facilitates the fast backup and recovery of data and applications while deduplication minimizes data stores so disk can be cost-effectively used in this role for storing backup data.

   Deduplication also serves an important role in making offsite data replication possible. By first reducing data stores, deduplication minimizes the amount of data that needs to be sent over a WAN link.

   Mid-sized businesses tend to have much more data than either small and home offices (SOHOs) or small and mid-sized businesses (SMBs) but are constrained by the same type of WAN connection, typically some form of DSL or business-level cable internet. This makes enterprise features such as byte-level replication critical to further minimize WAN traffic by only sending bytes within a file that have actually changed.

   While byte-level replication is related to deduplication, even within a deduplicated block, only some of the bytes may change. When using byte-level replication only those changed bytes are transferred.

3. Multiple data replication options. Practical realities may preclude mid-sized businesses from replicating data offsite. These include: no secondary site to use as a target; too much data to initially replicate over a WAN link to seed the secondary site; and, too much data to retrieve over a WAN link to do a recovery. This is why an all-in-one data protection solution needs multiple replication options.

It minimally needs to include an option to replicate data to removable disk media or a disk archive. Replicating data to a removable disk archive avoids the need to send inordinate amounts of data over a WAN link.

In this way a remote site may be initially seeded using data on the disk archive or conversely, if a recovery needs to occur, the data may be first copied to a disk archive and then taken to the recovery site. A local disk archive also gives those mid-sized businesses without a secondary site the option to replicate data to this disk archive and then physically move it offsite as they have in the past.

Ideally the DR solution will also include an option to replicate data over a WAN. Mid-sized businesses looking to minimize their handling of media will need optimized replication software to keep a remote site up-to-date while eliminating the need to regularly handle media.

As more mid-sized businesses look for ways to minimize their internal IT overhead and reduce fixed costs, an additional option for disaster recovery is replication to the cloud. This form of replication is particularly desirable for businesses that do not have a second site for replication but want to move away from the vaulting of data that requires human intervention and has slow recovery times. A total data protection solution should provide a path to replicate to the cloud.

4. Single easy-to-use consolidated management interface for managing backup and DR. Mid-sized businesses have over-burdened IT staff who do not have the time to become backup and replication experts. Implementing multi-site DR must be possible without increasing the management burden for that IT staff.

To facilitate this requirement, the solution should manage all features and replication sites from a single, consolidated interface that is easily accessible from any location for *"anytime, anywhere management."* In today's BYOD (Bring Your Own Device) world, this translates to a requirement for a web-based management interface and mobile application support.

5. Affordable pricing with no hidden fees. Software licensing costs and a mid-sized business' lack of knowledge as to what software features they may need have historically been key issues that have prevented mid-sized businesses from implementing a viable DR solution.

To rectify this, the software licensing fees for replication need to be transparent and simple to understand. The solution should eliminate per-server or per-client software licensing which would require ongoing budgeting as the IT environment evolves. In addition, the solution should provide a single licensing fee for as many of the integrated functions as possible to reduce its overall cost.

6. Vendor Support. This is an intangible that can be hard to measure until a disaster actually occurs. Clearly everyone wants, needs and expects their vendor to help

them recover and provide the resources at the time they most need them. So the level of support needed to perform a recovery will be heavily influenced by how well the solution's other features are implemented. However if data has been successfully and consistently replicated, a vendor's ability to support a recovery and provide needed resources are greatly increased.

The Eversync Virtual Backup Software— A Foundational Solution for Backup and DR

Those looking to implement a DR solution that addresses these specific needs should look to Eversync. It provides the all-in-one, disk-based, deduplicating total data protection solution that enables mid-sized businesses to implement a viable DR solution.

The Eversync Virtual Backup Software is delivered as a packaged VMware virtual appliance that expedites installation and operation. The software consolidates bare-metal, physical, virtual and application level protection and includes multiple offsite replication options to include replication over the WAN, archiving with removable disk, and a path to cloud-based replication. Key technology features, including deduplication and byte-level replication, ensure that WAN replication is viable using even the limited bandwidth connections available to mid-sized businesses.

Eversync Virtual Backup Software is the only data protection solution to offer both an easy-to-use web-based interface that enables the management of multiple sites for backup and replication from a single location and a mobile app for anytime, anywhere management of Eversync's software.

The Eversync Virtual Backup Software offers affordable, easy to understand subscription-based pricing plans. It is backed by a support structure that ensures if and when a disaster happens, customers can turn to Eversync and have the confidence that they can recover their data and, more importantly, their business. Further, Eversync is at the head of the pack in how it delivers support for DR as it already has a documented DR support plan in place and publicly posts it so anyone can view it.

Mid-sized businesses no longer need to wait to implement their DR solution. It is an achievable goal that may now be met using dollars already budgeted for backup. The trick is to invest these dollars wisely and bring in an all-in-one total data protection solution that meets existing backup requirements while enabling multiple offsite replication options for implementing DR. ■

1. Casey, Kevin. "57% Of SMBs Have No Disaster Recovery Plan - Smb - Security - Informationweek." InformationWeek | Business Technology News, Reviews and Blogs. 11 Jan. 2011. Web. 21 Jan. 2012. http://www.informationweek.com/news/smb/security/229000461.

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