

White Paper

Make the Upgrade:

From Backup Vendor to Data Protection Platform



Make the Upgrade: From Backup Vendor to Data Protection Platform

Business owners and IT managers are ready to explore data protection in the cloud. For an MSP today, it can be an overwhelming challenge to find the right provider to address this rapidly growing market. Within each segment of data protection (server and endpoint backup, archive, file sharing and disaster recovery), there are dozens of providers to choose from, few of which bundle them all together – what MSP’s really need in order to offer a comprehensive solution for the growing business. Infrascale presents a solution to this problem by offering a comprehensive Data Protection Platform for MSP’s.

What is a Data Protection Platform?

At Infrascale, we define it as an all-in-one data protection solution that:

- Includes server and endpoint backup, archive, file sharing & disaster recovery services
- Simplifies management with a single pane of glass or dashboard
- Is deployable on any physical or virtual server, workstation or mobile device
- Offers multiple hosting options: private, public or hybrid cloud
- Includes a cloud-connected appliance (virtual or Hardware as a Service) for hybrid hosted environments
- Scales both for the MSP and growing business

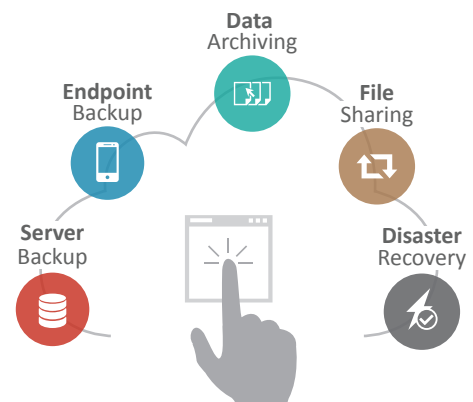
The Pitfalls of Managing Multiple Data Protection Providers

Many MSP’s are using multiple vendors in order to offer a complete set of data protection services. In this model, there are multiple support teams to contact, invoices to reconcile and management interfaces or dashboards to learn. More importantly, there could be gaps in data protection coverage. Consider this problem: An MSP is using one provider for backup and a different provider for file sharing. Is the customer’s data secure when it is in transit from the file sharing provider to the backup provider? If not, this presents an instance where the customer’s data could be at risk.

Advantages of Moving to a Data Protection Platform

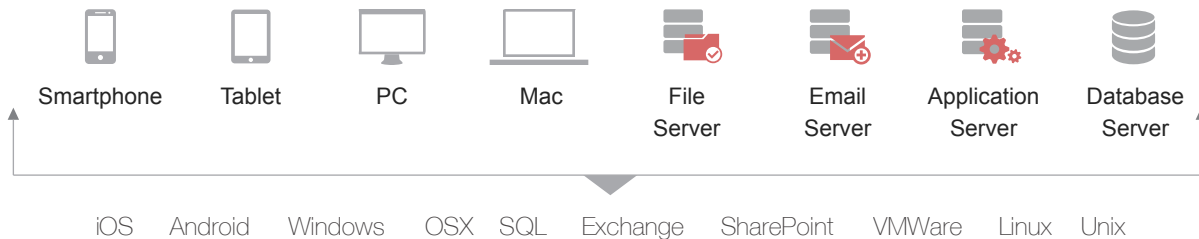
Comprehensive Set of Data Protection Services

In order to offer everything that today’s modern business needs to protect their data, there are five critical segments of data protection an MSP needs to be successful: server backup, endpoint backup, archiving, file sharing and disaster recovery. These are the suggested pillars of data protection that must be present in order to ensure data is protected, no matter where it resides. Without any of these elements, data is at risk.



Comprehensive Device and OS Coverage

While ease in management has great impact for the MSP, of equal importance is the depth of coverage across devices (mobile, workstations and file, email, application or database servers) and operating systems. Without complete coverage, this narrows an MSP’s customer reach, thus limiting revenue potential. For example, an MSP is pitching a customer using VMware on their servers, but the current data protection provider only extends coverage to physical servers. Infrascale’s Data Protection Platform addresses this issue by providing the most comprehensive coverage of devices and operating systems.



Management Simplicity

MSP’s can manage the complete suite of data protection services from a single pane of glass or dashboard, eliminating the need for multiple interfaces to manage. Additionally, Infrascale’s platform offers the ability to remotely manage and monitor all customer activity from one dashboard, anytime or anywhere an internet connection is available.

Dashboard features should include, at a minimum:

- Remote account management
- Remote activity monitoring
- Ability to create backup and retention policies, schedules and file type preferences
- Conduct a mass deployment across hundreds of devices
- Ability to customize and download reports
- Ability to rebrand the management interface

In addition, the platform’s robust reporting tools and analytics provide easy access to customer analytics and trends. Why is this important? Now, there’s time to look at customer activity and for opportunities to upsell additional data protection services to an existing customer base. This might even free up time to generate new business, something every MSP, would no doubt like to do.



Low Cost of Entry for MSP’s and SMB’s

Getting started with cloud-based data protection services shouldn’t be a headache or costly. With Infrascale’s Data Protection Platform, a minimal monthly investment is required to start and once ready to go, an MSP can be up and running in a matter of hours. With all hosting options available as a service, this provides an affordable cost for the MSP to get started. For example, if a customer chooses to go the hybrid hosted route, Infrascale offers hardware virtually (in the event the customer has space available) or as HaaS (Hardware as a Service). These options provide a low cost of entry for the MSP and small business when compared to traditional disk or tape backup models that require a large, upfront capital expense.

Scalability

In the beginning, every business starts small. And, who doesn't want to grow their business? Naturally, this applies to both the MSP and business owner. In fact, some data protection solutions out there only apply to a certain business segment, such as the SMB. Infrascale's Data Protection Platform can be right sized for any business, whether a small start-up or a large, established enterprise. The platform also easily adjusts or scales as business needs ebb or flow. For example, as a business grows, so will their data storage needs. With Infrascale's Data Protection Platform, that can easily be adjusted with the click of a mouse within the dashboard.

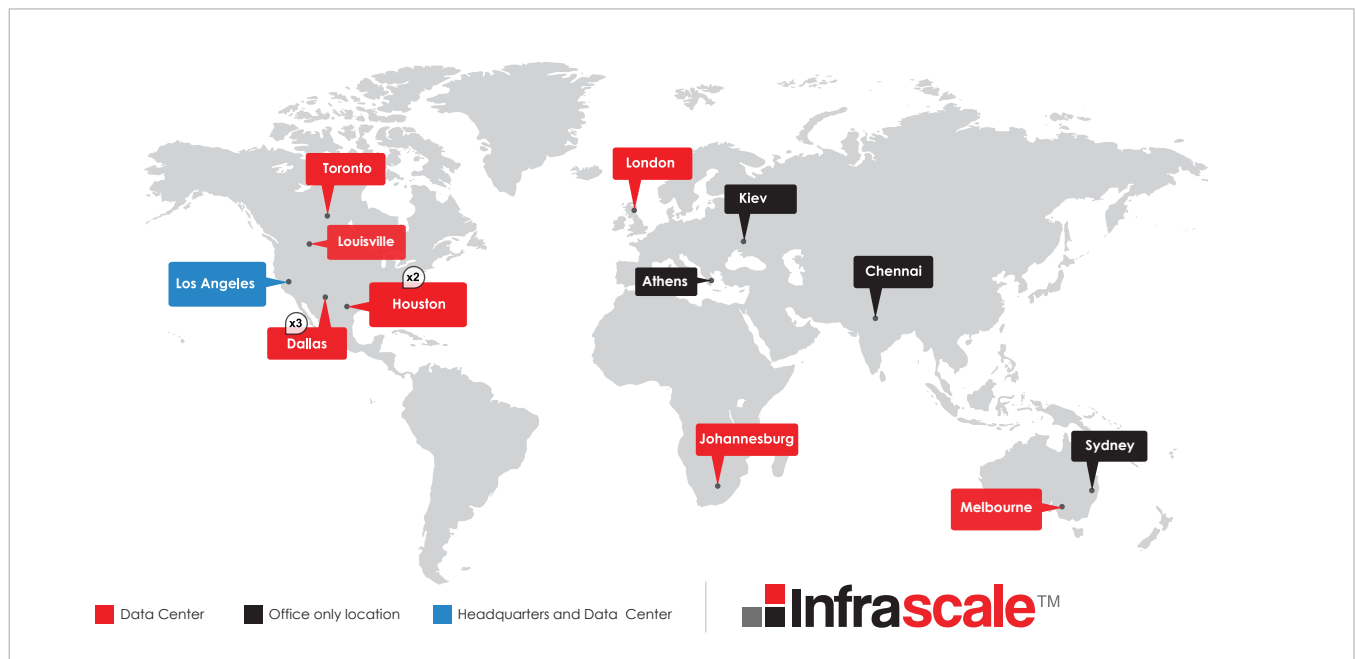
Endpoint Protection

In today's highly mobile world, endpoint protection is without a doubt a critical element of data protection. Why is endpoint protection important? More than 60% of critical business data resides on endpoints. And, endpoint devices are commonly the most fragile and frequently lost. In fact, the most popular application used on endpoint devices is typically email, which can increase the risk of data breaches, intrusions or malware incidents if the device is lost or stolen. To further complicate the situation, endpoint data protection should also apply to employees that bring their own device, otherwise known as BYOD. Leading industry analyst firm Gartner forecasts that BYOD will grow from 65 percent in 2013 to 72 percent in 2017. Endpoint protection is a must have in your data protection arsenal and an issue that will continue to gain relevancy and importance over time.



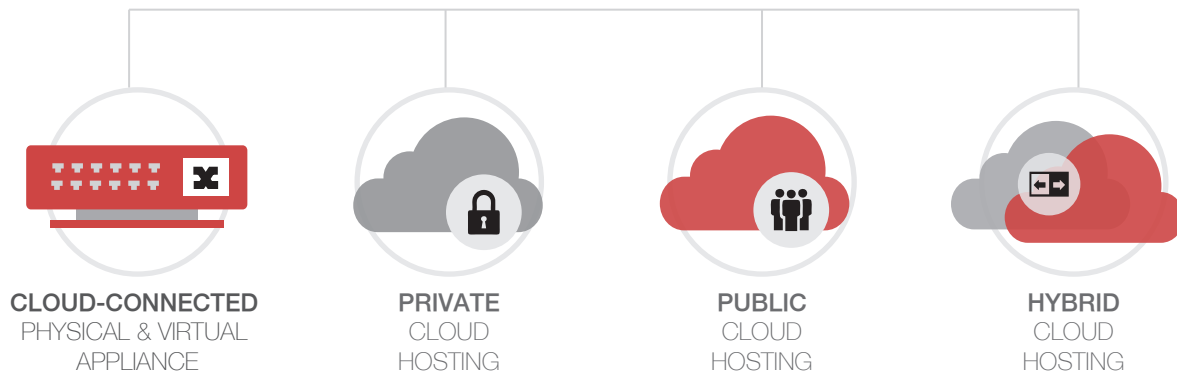
High Availability and Security

Not all data protection providers are created equal when it comes to data availability and security. A high level of security, such as military grade standards and double-blind encryption, as well as high availability provide peace of mind for the MSP and business owner. High availability, achieved through guaranteed uptime, is relative to the rating of a data center. Data centers are rated from Tier 1 to Tier 4, with the latter being the most desirable. More robust and prone to fewer failures, a Tier 4 data center also has fully redundant subsystems (cooling, power, network links and storage), security zones and guaranteed uptime, which is critical to data availability. Infrascale's Data Protection Platform includes such security features and stores data in their 10 Tier 3 or 4 data centers around the world.



A Full Range of Hosting Options

Flexible hosting options are key to providing MSP's with the tools needed address data protection for both the growing business or large, enterprise customer. The option to host data protection services in a private or public cloud or the hybrid option- a combination of the two – provides the MSP with the ability to reach a wide range of customers, no matter their size, security concerns or data needs. Infrascale's Data Protection Platform solves this issue by offering a wide range of hosting options that help to address any of the aforementioned concerns. If the hybrid hosted option makes the most sense for a customer, Infrascale's Data Protection Platform also includes the option for a cloud-connected appliance that is available as a virtual machine or can be purchased as HaaS (Hardware as a Service).



Summary

With Infrascale's Comprehensive Data Protection Platform providing all elements of data protection on a wide range of devices and operating systems and combined with a diverse set of hosting options, MSP's now have the most comprehensive set of tools to address the needs of any business, any size.



About Infrascale: Designed for MSP's, Infrascale provides the most complete data protection platform, including backup, disaster recovery, archive as well as file sharing and collaboration services. Managed from a single dashboard, this full range of data protection solutions covers any mobile device, tablet, operating system, file or application server with the option to protect data in the cloud, on premise (private cloud) or a hybrid of the two. With 12 data centers worldwide and military-grade security, Infrascale simplifies engagement by reducing complexity and the initial investment needed to offer data protection.