

Economic Benefits of BLACKCLOUD® Edge



Reducing Costs With Next Generation Technology

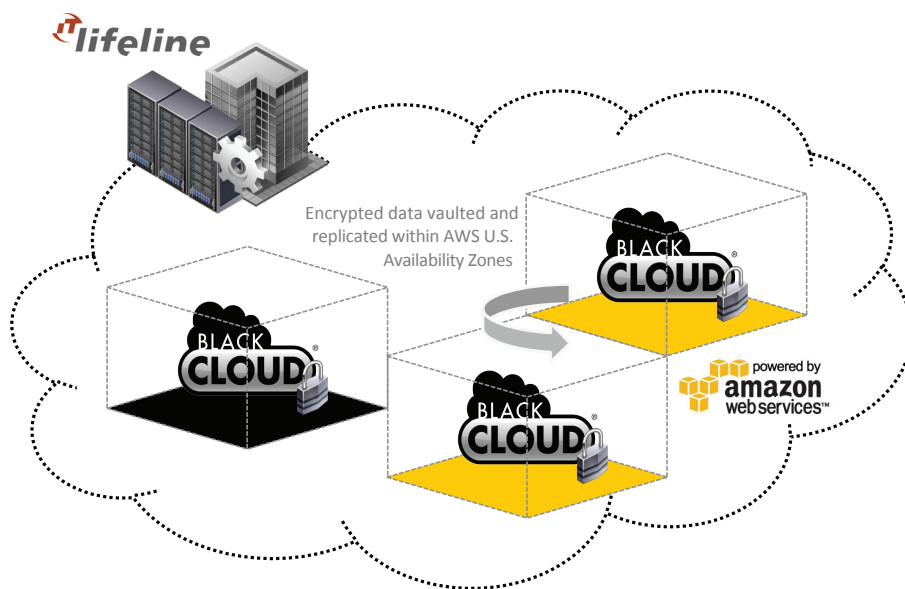
Cloud computing is reaching full maturity providing significant cost benefits within an extremely stable architecture. By leveraging the cloud and the latest in backup technology, IT-Lifeline is able to provide enterprise level data vaulting and recovery at a cost equivalent to an in-house backup operation. With IT-Lifeline's BLACKCLOUD® Edge service not only is your data vaulted in a security-rich environment, it also includes the assurance your data is accessible and recoverable at time of event.

A recent presentation by Proformative showed 77% of organizations reported CapEx reduction as one of the greatest benefits realized from the cloud and 69% reported a higher ROI than expected¹. Almost 40% of small business will move vaulting and recovery to a managed service provider in the next two years because of the lower overall costs and physical security of the data².

About BLACKCLOUD® Edge

BLACKCLOUD® Edge maximizes the efficiencies and cost-savings of public cloud while maintaining the security and compliance of a private one. By leveraging Amazon Web Services (AWS) Infrastructure-as-a-Service, we are able to create a private cloud vaulting and recovery infrastructure within the same enterprise class secure infrastructure that powers Amazon.com. We leverage CommVault's Simpana software to simplify data vaulting to the AWS cloud. We also leverage the

AWS Simple Storage Service and Elastic Compute Cloud to create a secure private data vault and recovery cloud. This combination of proven technologies provides secure, durable storage and rapid elastic disaster recovery, while enabling us to pass on cost savings of 25% to 50% for data vaulting and drive the CapEx required for disaster recovery infrastructure to almost zero.



1 Profomative, "Where Finance and Accounting Stand on the Cloud".

2 Forrester Research, "The High-Growth Managed Backup Services Market", February 2011.

Vaulting and Backup Cost Analysis

There are many factors to consider when deciding how to architect an organization's backup and recovery operation. Gartner³ calculates the total cost of ownership (TCO) by evaluating:

- **Capital costs** (fixed, leased or depreciated assets): hardware, software, infrastructure (hubs, switches, routers, directors, etc.), facilities and high-availability costs
- **Labor costs** installation, operation, management, performance, security, capacity planning, evaluation and support of storage technologies; and finance and administrative costs associated with procurement, budgeting, asset tracking and outsourcing contract management
- **Services costs** disaster recovery contracts and expenditures, outsourcing services

While Gartner takes a more complete approach, most organizations only consider the hardware costs when factoring TCO. Samples of these costs are storage devices, cost to scale storage, cost to switch architecture, cost of storage software, cost of people to administer storage, and cost of implementation.

The following example illustrates the hard costs of a mid-sized financial service company. The numbers represent their environment and expenses based on a white paper produced by Symantec⁴.

Recovery and Backup Resources

IT Staff	2
Server Nodes	120
Data	40TB
Yearly Data Growth	20%
Yearly Server Node Growth	5%
Tape Drives Purchase Annually	6
Number of Tapes Utilized Annually	6,000

Recovery and Backup Cost

Costs	On-Site
Staff (\$75,000 x 2)	\$ 209,070
Technology (120 Servers)	\$ 121,500
Backup and Restore Operations (40TB)	\$ 4,500

Approximate Price Per Gigabyte \$0.94

Although the earlier example does not represent all mid-sized organizations, the results are in line with two other independent studies: 1) Proformative's survey of 67 independent consultants and 2) Gartner's evaluation of large multi-national organizations.

3 Search Storage, "TCO Analysis: Does it Work for Storage?", November 17, 2002

4 Symantec, "Measuring the Economic Benefits of Symantec Managed Backup Services".

Mid-Size Finance Self-Provisioned (Symantec)	Tier 3 Data Self-Provisioned (Proformative)	Large Multi-National Self-Provisioned (Gartner Group)	BLACKCLOUD® Edge
\$0.94	\$1.00	\$0.50 to \$0.79	\$0.75

Economic Benefits

The benefits of outsourcing vaulting and recovery go beyond physical infrastructure and expenses. With BLACKCLOUD® Edge, your data is immediately **outside your geographic impact zone** and is stored in a virtual environment without the need for hardware on standby. Our secure cloud technology makes your **data accessible anywhere** with an Internet connection.

With recovery windows becoming shorter, the largest benefit gained with IT-Lifeline’s BLACKCLOUD® Edge services is **deep recovery expertise**. Our certified engineers have over 15 years experience in data vaulting and recovery with direct, hands-on experience performing bare-metal restores on dissimilar hardware platforms or virtual server environments. We ensure our customers receive the same attention and level of service expected by large enterprises with big budgets.

Your vaulting and recovery service is **monitored 24-hours** by a staff disciplined in operation management and technology maintenance. Incidents are resolved using analysis tools and technical expertise to quickly identify the source of disruption. Through customized reporting, we can uncover opportunities for optimization as well as forecasting storage capacity. Our team provides a remote presence to initiate installs, configurations, or basic problem triage for the times when real recovery is needed.

Our rugged architecture for BLACKCLOUD® Edge is built within **ironclad data centers** and infrastructure with restricted access. Your critical data is protected and monitored 24-hours using the latest security technology. Our systems and infrastructure are validated by **third party audits** and certifications. BLACKCLOUD® Edge, built on AWS, complies with many standards including SAS70 Type II, ISO 27001 Certification, Payment Card Industry Data Security Standard (PCI DSS) Level 1 Service Provider, and FedRAMP (FISMA).

Advanced Data Protection & Recovery Assurance

No other disaster recovery company provides such a complete portfolio for virtual and physical environments. BLACKCLOUD® Edge offers unprecedented flexibility, security and cost advantages. We have taken our legacy in vaulting and recovery and built a security-rich, virtual private cloud with the power of next generation data protection and recovery assurance. The need for rapid system recovery is more important than ever. With the advancement of technology and access to enterprise class secure infrastructure, every organization should feel confident their data is protected and accessible.

“IT-Lifeline provides us the confidence our data is protected and available allowing us to maintain focus on innovations that drive Buck Knives forward.”

Jake Boomer, Information Technology and eCommerce Manager, Buck Knives

About IT-Lifeline

IT-Lifeline is the leading provider of next generation data vaulting and recovery built on cloud infrastructure that enables small-to-midsized organization accessibility of their critical data without losing security or control.

For more information about how IT-Lifeline can protect your data and save you money in the process, contact Brandon Tanner at 509-984-1615, or via email at btanner@itlifeline.net.

