IBM Global Technology Services

Business continuity and resiliency services from IBM

Strengthen your business with cloud computing—delivering greater resiliency and a more globally accessible environment





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On the horizon: cloud computing

Predicted to transform IT over the next decade, cloud computing is an emerging trend that provides rapid access to dynamically scalable and virtualized IT resources. As a leading-edge provider of cloud technology, IBM is embracing its potential to enable highly efficient and dynamic IT infrastructures that are more elastic and responsive to potential disruptions and data loss. Virtualization technologies combined with new cloud management techniques enable IBM to provide a simplified “anywhere, anytime” self-service approach for the delivery and consumption of IT services. Because they provision and allocate services on demand, cloud-based technologies can provide unlimited scalability and a higher-quality, more efficient infrastructure while simultaneously fostering rapid innovation—all with significant cost savings. In other words, using a cloud-based approach can free you to reap immediate benefits of a specific technology instead of having to spend time, resources, and money focusing on how to implement it.

Using cloud technology to manage your availability, data and overall resiliency

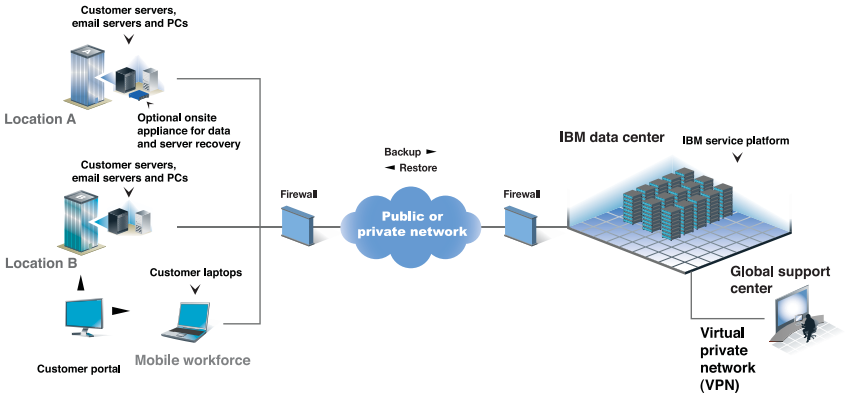
Your business is challenged with meeting the demand for continuous availability while also effectively managing enormous amounts of information that continue to grow, much of it online and often with no offline option for conducting business. When your systems are down, you risk more than loss of revenue and productivity: you jeopardize business-critical data as well as damage to your brand. And if you fail to comply with increasing and evolving government regulations, you potentially face additional, long-lasting repercussions that can include steep penalties. So how can you ensure less downtime and provide greater resiliency of your distributed systems, information and applications if they do become unavailable?

"There is a perfect storm brewing in IT: Business managers are looking for ways to cut costs to address current economic conditions, and IT departments are being asked to provide higher levels of availability than ever before with flat or even shrinking IT budgets."[1]

Organizations are facing tremendous data-growth challenges, increased demand for continuous uptime and the need to significantly lower costs.

Gartner defines cloud computing as "a style of computing where scalable and elastic IT-enabled capabilities are delivered as services to external customers using Internet technologies."[2]

IBM can help your enterprise develop a cost-effective strategy to manage and store your data, along with our recovery capabilities that can provide greater protection against data loss and downtime. Using the dynamic approach of cloud computing that focuses on services and applications delivered independently from any underlying infrastructure (as shown in this figure), we can help free your organization from software, hardware and implementation expenses and reduce your IT management costs. IBM Information Protection Services are "pay-as-you-use" managed services that are made available in a simplified way and delivered on demand, so you purchase only what you need, which in turn, helps streamline expenditures. And because they are delivered using highly efficient, security-rich resources with proven capabilities that can be rapidly provisioned and scaled up and down, your IT management is easier, and your business is more responsive and able to deliver a consistently high quality of service. As a result, your enterprise is able to adapt and nimbly respond to marketplace changes—and to unplanned outages.



An example of how business continuity and resiliency services could be delivered

Cloud computing is a smart service delivery model that enables:

- Less complexity and simplified infrastructure
- Elastic scalability, for greater business resiliency and flexibility
- IT delivery as a service, available anywhere

Cloud computing technology can empower you with:

- Predictable access virtually anytime, from anywhere
- Flexible scaling of resources
- Rapid provisioning
- Potentially reduced total cost of operations

Weathering the storm with a cloud-based business resiliency strategy

The digital age, with its unbroken, ubiquitous stream of real-time updates about various natural and manmade disasters occurring on the planet, has created a heightened awareness among businesses, regulatory agencies and stakeholders about the need to safeguard their information against such events. Most data loss is caused by less newsworthy occurrences, such as hardware problems, software corruption or human error, but to remain agile, your business needs to be prepared at all times, for all types of disruptions, across all types of devices. Many chief information officers erroneously believe they have an effective plan in place, but they often fail to consider the cost of business process disruption or the overall business impact of downtime, lost data and productivity, the downstream effects of which can be significant and long lasting. Traditional approaches to disaster recovery typically focus on merely restarting and restoring the infrastructure and data across multiple sites. Data stored on laptops, desktops and in email is rarely given top priority—in most cases handled with only sporadic backups—so you can face considerable gaps in backups and risk significant loss of critical information data stored on these devices.

To withstand—and thrive—amid various challenging conditions and types of threats means you need to do more than create a reliable, cost-efficient infrastructure that supports growth and helps manage extreme amounts of information across multiple remote sites. You also need to develop a holistic business continuity strategy that can keep your business up and running, protect your data and your brand (and retain your customers), and ultimately, help reduce your total operating costs over the long term. Creating such a solution on your own can seem a daunting and insurmountable goal.

"As a global business community, we are faced with an unprecedented level of uncertainty and risk."[3]

As a trusted industry leader with decades of experience in delivering remote technology services to companies around the world, IBM is combining its proven expertise in business resiliency solutions with the advantages of cloud computing to bring you virtually uninterrupted services delivery, as well as email archiving, data protection and robust recovery capabilities. IBM's cloud-based solutions build on our 40-year history of eliminating downtime and protecting data in the most demanding business environments and underscore our commitment to help your business achieve the highest standards of resiliency possible. And by tapping into our expertise, strict standards for service quality, and our end-to-end assessment and discovery tools specifically designed to meet your unique requirements and to help you achieve optimal return on investment, your enterprise is able to smoothly transition to a highly virtualized, reliable and available cloud environment.

IBM Information Protection Services: Safeguarding your information with a managed resiliency services approach

"It's easy to fall into the trap of thinking that disasters happen elsewhere to other people, but a responsible business continuity professional needs to be ready for that worst-case scenario."[4]

Enterprises of all industries and sizes are realizing that the IT team is a valuable strategic resource that should be proactively focused on revenue-generating innovation and mission-critical projects. All too often, though, companies aren't capitalizing on the key skills and talent of their IT staff, who are instead allocated to managing data on the network and maintaining the equipment and resources that support the network. Transitioning to managed services can offload these tasks, freeing IT resources for more important projects while delivering greater availability, security-rich protection and recoverability than the vast majority of companies could achieve on their own.

IBM Information Protection Services offer a range of fully managed data protection services that can help reduce your backup costs by up to 40 percent.

This portfolio of services includes:

- Remote data protection
- Remote data protection express
- Email management express
- Fastprotect online

IBM Information Protection Services use cloud-based technologies to help alleviate the burden of protecting your information and the demand for near-perfect availability with professionally managed business continuity and resiliency services. Using automatic, security-rich data backup and recovery services for servers, our information protection services can help you protect, manage and recover your data and email no matter where it resides—whether the data is onsite, stored remotely or housed on your laptops and desktops.

IBM Information Protection Services – remote data protection

As the volume of distributed data explodes and regulatory compliance pressures continue to rise, it is imperative for your business to regularly back up business-critical data as well as manage the costs of building and maintaining the infrastructure. And you must do it with limited IT resources and budgets. If you are like many organizations, you're using tape backup technology, which can be a time-intensive and sometimes ineffective process for handling user restore requests.

Remote data protection services from IBM help you implement a robust data protection and restore solution with on demand service for your servers, PCs and laptops—no matter where they are located. These services help monitor your data using cloud-based technologies and automatic, security-rich, offsite data backup and recovery capabilities for your PCs and servers, including files and databases. A pay-as-you-use subscription service, this offering includes the necessary hardware, software and operational support delivered through cloud-based technologies for faster implementation of a best practices-based data protection strategy.

Remote data protection services are designed to provide:

- Affordable, automatic distributed data protection and nonintrusive, scalable backups
- Higher service levels, with reduced recovery time and recovery point objectives
- Support for managing security and compliance
- Flexible retention policies
- Increased savings and return on your investment
- Ease of use and a Web-based portal
- Comprehensive, multivendor platform support

Benefits of this data protection service include:

- Industry-leading de-duplication technology for rapid, bandwidth-efficient data transfer using cloud-based technologies
- IT staff who are more available for mission-critical projects
- End users who can manage their own backups based on predetermined policies
- Automatic data backups—using cloud-based technologies and your existing network—to our security-rich, offsite data centers
- Potential reduction of your backup total cost of ownership by up to 40 percent
- Access to skilled IBM storage specialists worldwide who provide continuous monitoring and management

IBM also offers IBM Information Protection Services – remote data protection express to help provide an affordable, professionally managed, offsite data backup and recovery solution that can potentially deliver more consistent, automated data protection for distributed locations, including branch offices, data centers and remote sites. Information is backed up to a security-rich, remote location using your existing internet protocol (IP) network. In the event of a system failure or accidental deletion, you have the option to identify and recover files or folders from the backup location.

Email management express offers:

- Email continuity—Can help ensure consistent and reliable access to email by providing an on demand backup email system hosted by IBM
- Email recovery—Can help you prevent email data loss by quickly recovering and restoring lost email messages to the primary system after an outage is fixed
- Emergency notification and collaboration services—Uses all available communication channels during a crisis to help locate people, deliver messages and gather information in near real-time

IBM Information Protection Services – email management express

Email is a pervasive, business-critical application and also one of the most difficult to protect. A highly convenient communications tool, email is now a necessity that companies rely on to deliver internal messages as well as to provide around-the-clock information to global customers, prospects, business partners and suppliers. With the proliferation of email, most legal jurisdictions consider it to be a business record and a discoverable piece of evidence in litigation that must be produced upon request. Additionally, numerous industry regulations dictate strict retention periods for email messages, further deepening its value but also potentially contributing to rapid data-store growth. Unfortunately, reliance on email is based on the assumption that it is always available and easily retrievable. In reality, email systems require maintenance and are easy prey for viruses, technical system failures and disasters. And when email goes down, planned or not, your entire communications systems can come to a halt, dramatically impacting revenue, productivity and customer satisfaction as well as impeding your regulatory compliance efforts.

Enterprise tape-based email backups occur periodically, leaving potential gaps in data recovery. With email management express from IBM, you can help ensure that no email data is lost and maintain near-continuous email communications, even when your primary email system is down. A trusted provider with a worldwide presence, IBM offers a suite of cost-effective, cloud-based technologies designed to support and enhance your vital email systems, such as email continuity for users (including those using wireless devices such as BlackBerry devices or smartphones), email recovery and email archiving. With this level of email continuity, you can better protect revenue and significantly improve employee productivity by

Email management express offers:

- Email wireless continuity—For wireless device users, an option that can help reduce downtime by providing security-rich, reliable access to email during technical failures, Microsoft Exchange outages and routine maintenance
- Email archiving—Can help minimize storage on your primary email system, as well as support your organization during litigation or investigation by providing email archiving policy-management capabilities for e-discovery and regulatory compliance

providing consistent and reliable access to email, while also recovering and restoring email messages to the primary email system after the outage is resolved. This service is designed to be seamless and transparent, available directly through the Microsoft® Outlook client, through any Web browser or a covered BlackBerry device, so continuous email capability is not contingent on the availability of your primary email system. And because no proprietary software or up-front investment is needed, you can select just the services and capabilities that meet your needs, environment and budget for a rapid and cost-efficient solution. Email management express provides offsite security-rich storage of your email based on your specific retention and deletion policies. With capabilities that help you to archive and more easily retrieve messages and facilitate e-discovery, you are able to quickly demonstrate compliance with regulatory requirements or produce legal evidence during the course of litigation—all with the potential to reduce primary data storage by as much as 80 percent.

With our email management express emergency notification and collaboration service, you can also gain critical assistance during a crisis or an emergency, when normal lines of communication may fail when they are needed most. Using a hosted communication platform to contact your employees, customers and other stakeholders through email, short message service (SMS), fax and voice, the unique two-way communication also enables you to collect and distribute information during the event. Through this hosted Web portal, you are able to provide additional collaboration tools to handle the crisis event throughout its duration, potentially accelerating recovery time.

IBM Business Continuity and Resiliency Services has more than 150 data centers around the globe and offers a range of capabilities from advisory services to fully managed resilient infrastructures. These centers are available now to provide access to leading-edge expertise and technology to help evaluate current cloud architectures against resiliency best practices, including identifying, quantifying, and prioritizing gaps and risks, as well as providing the ongoing design assistance and management expertise to help you operate a more resilient infrastructure.

Email management express services from IBM offer an expanded portfolio of services and options designed to:

- Provide a comprehensive, cloud-based standby email system that can be activated in minutes to help ensure email continuity, including wireless devices
- Recover and restore email messages to the primary email system after an outage is resolved
- Archive emails using customer-defined policies to help support e-discovery, regulatory compliance inquiries and storage management
- Provide emergency notification and collaboration services that enable the use of a hosted communication platform to contact employees, customers and other constituents using email, SMS, fax and voice during an emergency
- Help protect revenue and improve employee productivity by providing consistent and reliable access to email

IBM Information Protection Services – fastprotect online

With the emphasis on data security, compliance and disaster recovery, your IT administrators are challenged to protect your company's data regardless of where it resides. And not only is the amount of data that must be managed growing at an unprecedented rate, it's also becoming more distributed. Too often, IT organizations primarily focus on protecting corporate information housed within the walls of their data centers and fail to consider the critical, highly sensitive and proprietary information stored on their desktops and laptops.

Fastprotect online provides managed data protection for your desktop and laptop systems using cloud technologies to deliver a data backup solution designed to be continuous, security-rich and easy to manage, with unlimited capacity for your local and remote data files. This new offering from IBM Business Continuity and Resiliency Services—which works in tandem with IBM Tivoli® Continuous Data Protection for Files—uses cloud technologies to automatically back up your local and remote data to a vault hosted at an IBM Business Resilience Data Center. Based on a cost-efficient hybrid Software as a Service (SaaS) option that allows you to pay for only what you use, you can immediately gain a backup solution for your desktops and laptops that lets you leverage IBM's proven best practices for eliminating data loss and automating data protection and recovery capabilities for greater business resilience.

Fastprotect online is designed to help:

- Protect your laptop and desktop systems with a fully managed information protection service, potentially improving overall total cost of ownership by up to 40 percent
- Protect your most important files on an ongoing basis with continuous near real-time backup
- Deliver improved recovery-point objectives with near real-time backups, maximizing backup success rates
- Improve recovery-time objectives with fast recovery from disk, reducing recovery time to days or even hours
- Allow for better utilization of IT resources by allocating them to strategic, mission-critical priorities

IBM's comprehensive portfolio of business continuity and resiliency services include:

- **IBM Resiliency Consulting Services.** Helps assess, design, implement and test effective enterprisewide IT and infrastructure risk and business resiliency programs that are better aligned with dynamic business objectives while optimizing costs
- **IBM Managed Resiliency Services.** Helps mitigate the costs of downtime to accelerate your recovery and maintain an IT infrastructure that supports ongoing service availability and continuity for enhanced performance

IBM Resiliency Consulting Services

To be completely confident that your overall cloud environment is resilient, IBM Business Continuity and Resiliency Services can assess the resiliency of your environment through our IBM Resiliency Consulting Services. Designed to provide an impartial and vendor-neutral assessment to verify your company's resiliency with applications or services delivered through your public or private cloud environments, this service helps you determine the ability to sustain those resilience capabilities over time. IBM consultants evaluate your current cloud architecture compared with IBM's resiliency best practices and follow up with ongoing design assistance and management expertise to create a more resilient infrastructure. Additionally, IBM consultants can help you develop your resilient cloud strategy, plans, designs and tests to help ensure you can provide the levels of resilience that your enterprise requires and expects.

Elizabeth Arden, one of the world's premier global beauty companies, recently worked with IBM to create an innovative approach to protect business-critical information through the cloud. In engaging with IBM Business Continuity and Resiliency Services, Elizabeth Arden has implemented a virtually 100-percent reliable solution that helps ensure the global restoration, recovery and resilience of its key mission-critical applications, including enterprise resource planning (ERP), data warehouse email backup and archival from any IBM recovery center, and more important, helps ensure preservation of its global brand.

IBM's comprehensive portfolio of business continuity and resiliency services include:

- **IBM Information Protection Services** (part of IBM Managed Resiliency Services). Helps protect, manage and back up your critical data based on regulatory requirements and business needs so you can implement a plan based on your priorities for backup, retention and retrieval—enabling virtually anywhere, anytime access to information in the extended enterprise
- **IBM Infrastructure Recovery Services.** Helps you respond to, and recover from, disruptive events more effectively, so you can reduce the costs and timeframes associated with recovering your business operations, including work area and IT recovery as well as crisis management and response

Adopting a smarter business resiliency strategy with IBM

Standing strong in the storm of an unpredictable economy means taking proactive measures that help your enterprise anticipate, withstand and recover from unexpected loss of information. IBM Business Continuity and Resiliency Services are designed to help protect your processes, data and brand through unparalleled offerings from our consulting services all the way through managed resiliency services to IT infrastructure recovery. IBM currently manages more than 42 petabytes of data from 3,400 customers. And with over 150 business resilience centers around the world, IBM Business Resilience Centers help create local points of presence for your cloud technology-based services delivery, offering you worldwide coverage to meet your business resilience needs. Using a proven global delivery method, IBM provides services to your data centers that are tailored to help you meet and manage the specific regulatory and cultural requirements of each location, while maintaining standard timelines, methodologies and levels of quality that help ensure consistency—so your company receives high-quality services delivery, wherever you are, now and in the future.

One of Houston's largest and fastest-growing human services agencies, Neighborhood Centers serves over 200,000 citizens in southwest Texas. The nonprofit organization depends on IBM Business Continuity and Resiliency Services to back up server and PC data from distributed environments, and store it in security-rich offsite locations.

"IBM cloud services were critical in our community recovery efforts following Hurricane Ike. The benefits of cloud services reach far beyond disaster recovery. Better data protection—demonstrating that we are good stewards of information—has become a selling point for us in winning contracts."
—Tom Comella
Chief information officer
Neighborhood Centers Inc.

As a global leader in technical innovation including cloud computing technology, IBM can assess, design, implement and manage your business infrastructure to help ensure superior resiliency, providing you with the opportunity to leverage significant cost advantages while maintaining the highest levels of integrity, responsibility and control. IBM's approach combines more than 40 years of experience in delivering business resiliency to large enterprises. Now combined with the advantages of a cloud computing infrastructure, we help deliver a business continuity and resiliency solution based on tested methodologies, architecture and information management specifically designed with your enterprise in mind, so you can achieve measurably better results, faster—and with greater cost-effectiveness.

For more information

To learn more about how IBM can help protect your information while enabling you to gain the benefits of a cloud-based business continuity solution, contact your IBM representative, or visit: **ibm.com**/services/continuity






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