

# RevITup™ TechEd Cloud Webinar Series

## Don't Get Data Duped: Blasting Myths of Data Protection



Date: Thursday 5/3/12  
Time: 1:00 PM - 2:00 PM

Presented By  
Ilene Rosoff, CEO The Launch Pad



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# The Launch Pad – Welcome to the New Face of IT

## About The Launch Pad

The Launch Pad provides fixed-fee managed technology and web services to small and mid-sized businesses. With our **RevITup™ Business Care Managed Technology Suite**, our clients enjoy a monthly fee that never fluctuates regardless of the number of service requests. That means we never profit when your systems are down. Our goal is nothing short of a dramatic reduction in the cost of technology ownership and in your technology-induced stress level.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection, Cloud Services
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud™
- 2009 , 2010, 2011 & 2012 Inc. 5000, Tampa Fast-50 fastest growing companies & MSP 100
- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year
- 2010 – Launch 1<sup>st</sup> National managed IT franchise offering





# Don't Get Data Duped

## Blasting Myths of Data Protection





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## Blasting Myths of Data Protection

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[www.glasbergen.com](http://www.glasbergen.com)



**“We back up our data on sticky notes because sticky notes never crash.”**



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**“We don’t need to worry about information security or message encryption. Most of our communications are impossible to understand in the first place.”**



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## Blasting Myths of Data Protection

### NOT A MYTH:

- In a 2012 survey by Acronis, SMBs are **losing** on average **\$388,426 a year** due to downtime.
- **86% of** companies have **experienced system downtime** in the last year
- **62%** of businesses are **not making back up and disaster recovery a priority** at a management level.







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### NOT A MYTH:

- **76%** of businesses believe the best way to improve their backup and disaster recovery is to have an **integrated solution** (physical, virtual and cloud).
- **2.2 days a year**, on average, are lost due to system downtime.
- **9 out of 10 companies** with critical data loss will go out of business in two years.





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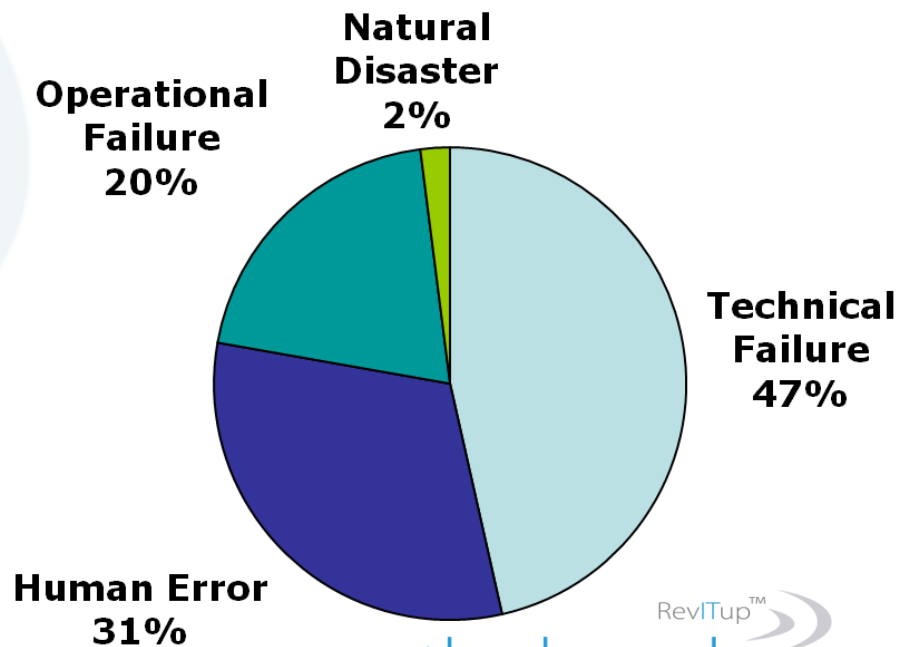
## Blasting Myths of Data Protection

# 10 Common Myths of Data Protection

## 1. Natural Disaster is the Biggest Threat to Our Data

### In Fact:

Technical failure is the biggest culprit with human error follow right along behind.



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# 10 Common Myths of Data Protection

## 2. Nightly Tape Backup is Good Enough

### In Fact:

71% of tape restores fail! Tape backups are high maintenance, typically unmanaged and repeatedly unreliable.



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## Blasting Myths of Data Protection

### 10 Common Myths of Data Protection

#### 3. Our Backup Will Get a Failed Server Up & Running Quickly.

##### In Fact:

A "data" backup is not a "loss of server strategy". This common misconception will put your organization at great risk for lost productivity.





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## Blasting Myths of Data Protection

### 10 Common Myths of Data Protection

#### 4. All of Our Important Data is on the Servers

##### In Fact:

That thinking has lost many company's key data, including email. In the age of "mobile rules", this is one myth that can blow up your business because it brings up a new set of risks!





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## 5. Offsite Backup = Disaster Recovery Strategy

### In Fact:

A disaster recovery strategy is just that; a "strategy". It includes not only the functional data protection planning but also the logistics of who, what, where and when during a loss of site.





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# 10 Common Myths of Data Protection

## 6. The Cloud Solves Your Backup Problem

### In Fact:

The Cloud brings a new set of data protection challenges. It is crucial to understand the backup strategies and service level agreements (SLAs) being offered by any vendor you use for hosted applications or data storage.





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### 10 Common Myths of Data Protection

#### 7. We Haven't Received Any Errors So I'm Sure Our Daily Backup is Running Fine

##### In Fact:

Again, 71% of tape restores fail! Tape and disk backups are rarely tested systematically with a structured restore schedule. Many error reporting alerts from common software only report failures, not partial errors.







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### 10 Common Myths of Data Protection

#### 8. Our Critical Business Data is Backed Up Offsite So We Are Safe from Catastrophe

##### In Fact:

Many offsite data backup solutions (Carbon, Mozy) are not designed for businesses. Most business-critical applications require specialized backups that are application and database aware. Open files need to be accommodated as well.





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# 10 Common Myths of Data Protection

## 9. One Backup Method is All I Need

### In Fact:

A data protection strategy needs to be multifaceted and generational. It needs to not only protect from loss-of-site disaster but it also must accommodate mobile users, centralized file management policy, specialized applications and server down events.





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# 10 Common Myths of Data Protection

## 10. My IT Company Has Got Me Covered

### In Fact:

This may be the biggest myth of all. Most IT companies do not employ a standardized solution with vetted business process. Additionally, an expert team experienced with the management and nuances of that solution is critical.



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## Blasting Myths of Data Protection

### Cloud Security & Data Recovery: Predictions & Observations

- 88% of companies are concerned about data loss/leakage.
- Cloud data protection and storage are poised to explode for 2012, with an estimated 34% of businesses having some data protection or storage in the cloud.
- In 2012, Backup appliances, many with integrated cloud/offsite data replication, will overcome traditional tape backups.





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## Blasting Myths of Data Protection

### Cloud Security & Data Protection/Recovery:

#### How Secure is The Cloud? What You Need to Know:

- Legal Risks – Data ownership, access to data, data protection, compliance. Where is the data?
- Security & Privacy – The Nationless State. Ask about Protecting confidential information, HIPPA, centralization of information, data theft
- Stability & Reliability – service level agreements, access to information intellectual property protection – read the fine print
- Non Standardization, compatibility, portability – SaaS programs are Cloud-specific. For example, to host your application on the Amazon cloud, you need to write to the Amazon cloud's specifications.





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### Cloud Security & Data Protection/Recovery:

The main Cloud data protection risks to your business are:

- Loss of data by third-party service providers
- Unauthorized access to your data
- Malicious activities targeting your service provider. ex. hacking or viruses
- Poor internal IT security policies compromising data protection







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## Cloud Security & Data Protection/Recovery:

First Ask How Critical is My Data and How Fast Do I Need it Back?

- Check your contract or SLA to find out what level of responsibility the provider will take for security, functionality and continuity of service, and whether there are any provisions for compensation in the event of a security breach.
- Check your contract or service level agreement (SLA) to find out what security measures your provider takes to protect your data.
- Check your agreement to find out specifically how you request data be restored and what the time frames are to do so.

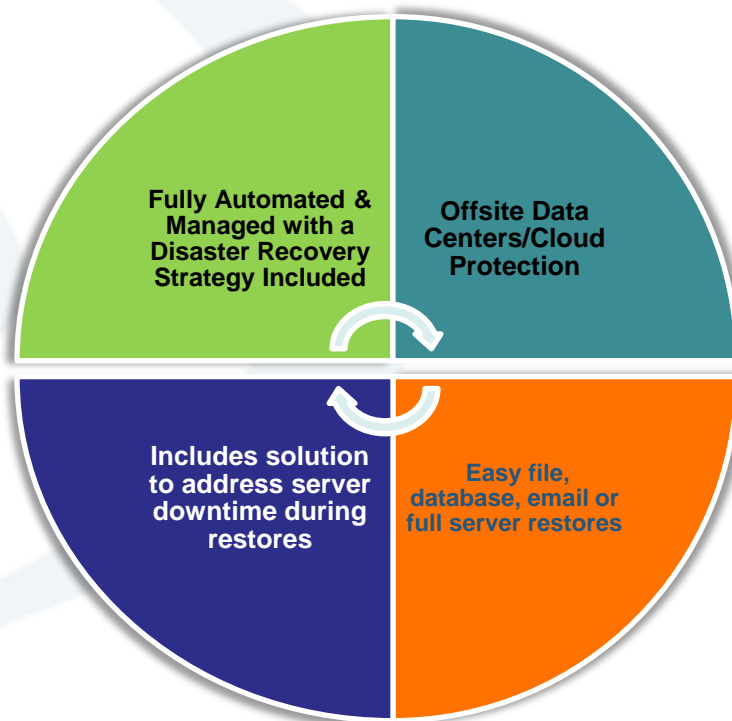




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## Blasting Myths of Data Protection

So What Does a Bulletproof Data Protection Solution Look Like?



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## Blasting Myths of Data Protection

### All the Pieces of the Pie: 4 Key Elements of Data Protection:

- Fully Automated
- Incremental Restore Points
- Rock-solid Hardware & Software
- Monitored & Managed

**Reliable Onsite Backup**

- Offsite Data Centers
- No Tapes to Transport
- Data Shipped in 24 Hours

**Secure Offsite Backup with Encrypted Transfer**

**Redundant-Standby Server Virtualization Technology**

- Redundancy
- Standby Server Technology
- No Downtime
- No Lost \$\$

**Bulletproof File or Full Server Restorations**

- Fast & Reliable
- Remotely Managed
- Bare Metal Restores
- E-mail Restores
- Files & Databases



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## Blasting Myths of Data Protection

### Data Protection To Go Plan

#### Step 1: Business Impact Analysis

- Determine mission critical elements where your organization is vulnerable
- Prioritize by how critical they are
- Assign \$ value to lost data and downtime
- Determine a Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

(How quickly and How Often)





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## Blasting Myths of Data Protection

### Data Protection To Go Plan

#### Step 2: Risk Analysis

- Identify threats
- Role play scenarios of various severity and assign a number
- Assign a percentage to likelihood of occurrence for each threat





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## Blasting Myths of Data Protection

### Data Protection To Go Plan

#### Step 3: Analyze Recovery Options and Strategies

- Options are driven by RTO, RPO, and budget
- Outsourcing is often a critical part of recovery strategy
- Outsourced data replication
- Facility options and accessibility metrics
- You must find the recovery option with the best combination of cost and recovery time and capability for your unique needs







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### Key Characteristics Every Backup & Business Continuity Systems MUST Have

1. Backs up *everything automatically*
2. Backs up very frequently
3. Backs up locally and off site
4. Easy to test restore
5. Restores all data or single files quickly
6. Provides business continuity for HW failure
7. Requires almost no human interaction



## At the right price!

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## Blasting Myths of Data Protection

### RevITup™ BDR Ironclad Data Protection™

- **Everything** on your servers is **automatically** backed up every 15 minutes – without tapes!
- You can **back up ALL of your data** and not be limited by the size of a tape drive.
- **Cloud Protection:** Your files are **automatically backed up to off site** datacenters each night
- The local back up device acts as a **“stand by server”** in case existing hardware fails
- Our **Data Protection Specialists monitor the success** of the system **24/7** and provide a backup and disaster recovery strategy for your business.
- **Your data is safe** from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error!

#### Ironclad Protection for your Business



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# RevITup™ Business Care Series

## Engage Our Easy-to-GreenIT™ Initiative

Sign up today for our Free Easy-to-GreenIT™ Technology Audit: [www.launchpadonline.com/greenITnow](http://www.launchpadonline.com/greenITnow)

- ❖ **Incorporate Managed IT Services:** remote remediation means 90% reduction in truck rolls
- ❖ **Implement energy efficient hardware:** power management devices, notebooks instead of desktops (50% savings)
- ❖ **RevITup VirtualGreen Office™ Series** reduce TCO by as much as 50% with our packaged virtualization solution
- ❖ **Data Center/Cloud** move some or all technology hardware & software off premises
- ❖ **Renew, Reuse, Recycle** with The Launch Pad's eCycle & GreenBack™ Program



### RevITup eCycle™ The Launch Pad teams with eCycling.com to recycle used equipment

Computers, monitors and other electronics contain toxic materials and occupy an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, national IT asset disposition and electronics recycling (eCycling) provider. Through this relationship we offer a no-cost recycling service to local companies upgrading or decommissioning equipment.

### RevITup GreenBack™ GreenBack™ Nonprofit Community Outreach Program

In addition to facilitating eCycling services for local businesses, The Launch Pad's GreenBack initiative takes gently used equipment is donated by local business and repurposes it to local nonprofit organizations. If you are a nonprofit organization, you can add your "wish list" via our website's [Easy-to-GreenIT](#) signup and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can use the same form and opt to designate your equipment be recycled to a local nonprofit of choice or the next in need on our list.



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Want to Optimize these Technologies for Your Organization?

### COMPLIMENTARY RevITup Data Protection Audit

[www.launchpadonline.com/10BackUpMyths2012](http://www.launchpadonline.com/10BackUpMyths2012) Offer Expires: May 31st, 2012

### Sign up Today for a FREE RevITup Data Protection Audit:

1. Review your current data protection strategy, including backup and restore procedures, tape rotations and maintenance scheduled to uncover anything jeopardizing your data's security.
2. Discuss current data protection needs or concerns and explain in plain English what your risks are.
3. Review procedures for storage and organization of data.



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