Surviving Data Loss: Don't Gamble with your Business

The Launch Pad's RevITup[TM] Managed Backup & Disaster Recovery Solution

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Surviving Data Loss: Traditional Backups are not enough

Executive Summary:

Nowadays an organization's most important asset for success and continuity is their data. Protecting data is an essential duty of any organization's executive. The technology to bullet proof data and quickly restore operations in the event of any data loss is now available to all organizations using technology previously available only to very large organizations.

A recent CompTia study discovered that, of companies experiencing a "major loss" of computer records, 43 percent never reopened, 51 percent closed within two years of the loss, and a mere 6 percent survived over the long-term For small and medium-sized businesses (SMB's) in particular, these statistics suggest the necessity of crafting a Business Backup & Disaster Recovery (BDR) strategy grounded in a robust data backup and recovery solution.

Unlike larger enterprises, smaller companies cannot afford optimal in-house strategies and solutions for BDR. These companies are consequently at an elevated risk of being put out of business due to a major loss of data. Loss of data could mean emails lost, accounting data lost, patient or client files lost, company records lost, client legal records or orders lost and so on. This white paper evaluates the scope of BDR business continuity solutions for smaller organizations with 10-350 employees, by examining their challenges, range of existing solutions and their drawbacks. We will also reveal how The Launch Pad's BDR solution overcomes commonly faced challenges to offer the most comprehensive solution available.

There are 5 essential practices to protect and bullet-proof data:

Begin with the end in mind – be able to restore operations rapidly

Backup data as close to the time it is created as possible

Store the data locally

Store the data in one or more remote and secure locations

Automate the process and monitor it 24x7 to ensure bullet-proofed-data drive and make an identical copy of the disk.

Bulletproof your data with The Launch Pad's RevITup BDR

The Launch Pad's BDR now provides data protection and rapid recovery technology that continuously protects organizations' most important asset – data!

Highlights of the Service:

A complete solution that is designed to reduce any server down time with the use of a specialized back up technology and a specially designed virtual server appliance.

Allows near real-time backups gathering new data as frequent as every 15 minutes.

Includes secure storage at two offsite data centers

Includes engineers monitoring, managing, administering, and assessing the data 24x7

Provides a speedy disaster recovery process

Captured data is encrypted so it is not accessible to anyone, either on the NAS or at the remote storage facility without the passkey.

Automated disk-to-disk processes eliminate the poor reliability of on-site tape Frequent on site backups, on site virtual server, remote storage; disaster recovery in the event of disaster and 24x7 management of the entire process are bundled at a price that is comparable to the overall cost of buying and managing tape backup.
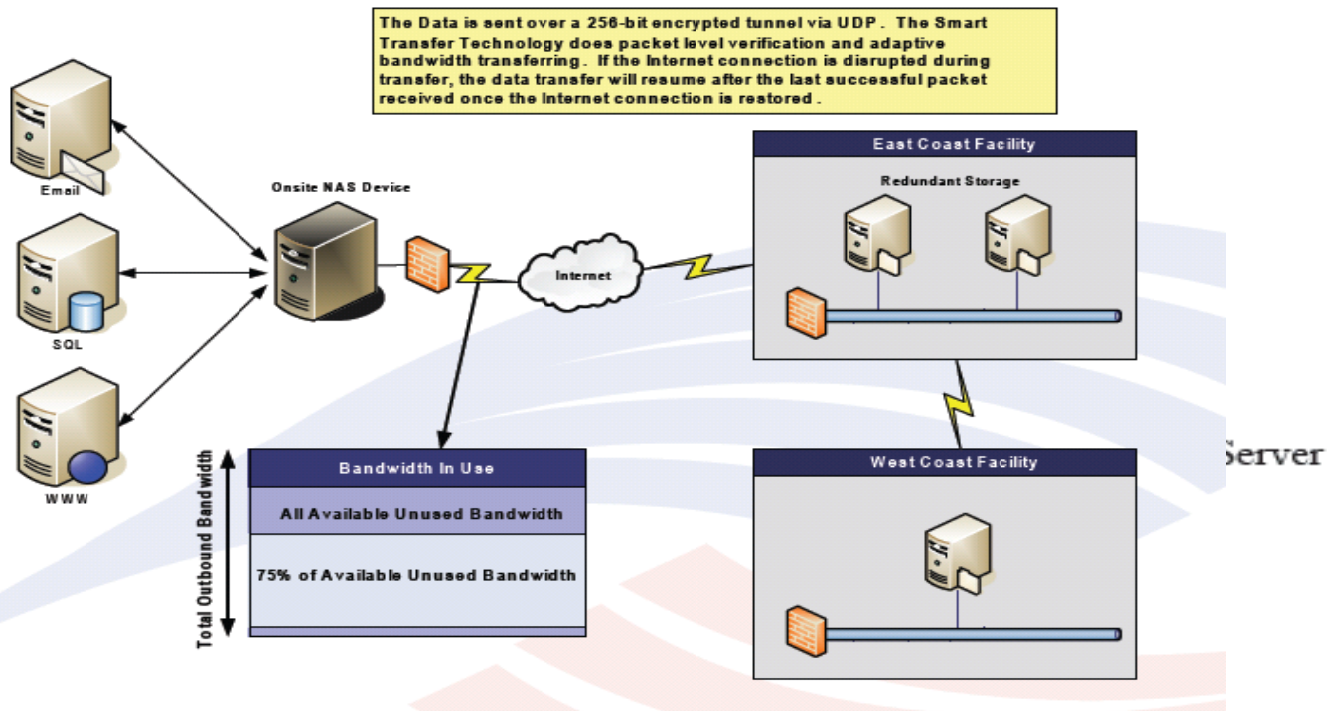
Business Continuity Planning (BCP)

BCP is the blueprint for how businesses plan to survive everything failure to regional disasters. Data-oriented BCP is indispensable planning regardless of organization size but poses a number of issues for smaller

organizations that generally lack the in-house IT resources to achieve these demanding process requirements. Therefore, many organizations either neglect business continuity plan or approach data backup and recovery fashion that fails to conform to the best practices of BCP.

Understanding the risks of NOT having a plan in place:

Regulatory Compliance requirements specific to your industry. Healthcare Insurance Portability and Accountability Act (HIPAA) Bliley Act (GLBA) and other laws- state and federal.

Understanding how to mitigate the risk of losing vital business

Being aware of the environmental hazards that the business due to your physical and geographical location.

Estimating time it would take to build the business back if any BCP in place.

Understanding the ROI for having a BCP in place.

Technical Challenges:

Identify the lowest-cost, highest-performance data backup solution and keeping abreast with the best practices and most

Ensure that all backed-up data is encrypted and otherwise

Ensure that backed-up data can be restored to different kinds

Ensure that data backup continues even during active recovery

Operational Challenges:

Identifying what data to back up.

Identifying how frequently to back up and related costs

Retain the ability to rapidly recover not only the most recent data, but also historical data

Retain the ability to monitor and manage the integrity of ongoing data backup processes so that backup failures can be diagnosed and remedied before adversely impacting the BCP lifecycle

The need to hire Staff who can understand, design, implement an keep a BCP running 24/7 and be available to get business back in action after disaster strikes

Traditional Solution vs. Emerging Technology

Smaller Companies in particular will benefit from the shift, as recent advances in design and manufacturing lower the total cost of disk-based storage in terms of storage per bit. Falling prices, combined with the various performance advantages that storage industry analysts cite, render disk storage increasingly attractive. Gartner Group highlights the suitability of disk for these organizations by explaining that, "The need for high-performance online recovery of data, combined with the availability of low-cost disk arrays, has influenced enterprises and small and midsize businesses to adopt a disk-based approach for backup and recovery."

Tape, in contrast to disk, is physically delicate, very limited in storage capacity and easily compromised by environmental factors such as heat, humidity, and magnetic interference. Moreover, tape cartridges must be replaced frequently (every 6-12 months). Tape's innate sensitivity contributes to high failure rates, with analysts estimating that anywhere from 42 to 71 percent of tape restores fail. Even when magnetic tape backups are successful, tapes themselves are subject to loss or theft, and may be in the possession of an employee or vendor unable to reach a recovery site. Thus, even when physical backup and restoration processes succeed, tape may not prove to be as timely and appropriate a medium for data storage as disk.

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Disk backup offers not only lower cost with encryption, but additional advantages. In contrast to tape, disks are more durable, last longer, withstand more overwriting and the accuracy of the stored data is not dependent upon cleaning the recording heads. Disk backup systems include management tools, often browser-based, for you to easily configure settings and check status from anywhere. While disk offers advantages over tape, it is not a panacea. After installing disk technology, Companies will still be responsible for monitoring and managing backup processes, encrypting and safeguarding backed up onsite and offsite data, restoring data to new hardware, and other functions. Without implementing a layer of governance over disk-based data backup, these Companies court the danger of failed backups and delayed restoration of data, thereby jeopardizing their chances of successful recovery from major data loss.

Smaller companies unable or unwilling to invest in the human expertise and infrastructure support systems necessary for data-oriented BCP can leverage The Launch Pad's BDR data backup and recovery solution.

The Launch Pad's RevITup Backup and Disaster Recovery Series for Business provides a complete solution that addresses the full range of BDR/BCP need:
Near Real-Time Backups
The Launch Pad's BDR "Incremental Forever" methodology captures all changes to the initial image in increments of 15 minutes. The Incremental Forever technology not only backs up recent data, but also allows end users to reconstruct the state of their data as it existed at the end of various 15-minute restoration points. This level of forensic and auditable data recovery may satisfy various regulatory requirements (such as HIPAA and GLBA) for data retention and data record reconstruction, and also serves stakeholders such as supply chain planners, warehouse analysts, auditors, and legal counsel.

New Data Backup as Frequently as Every 15 Minutes
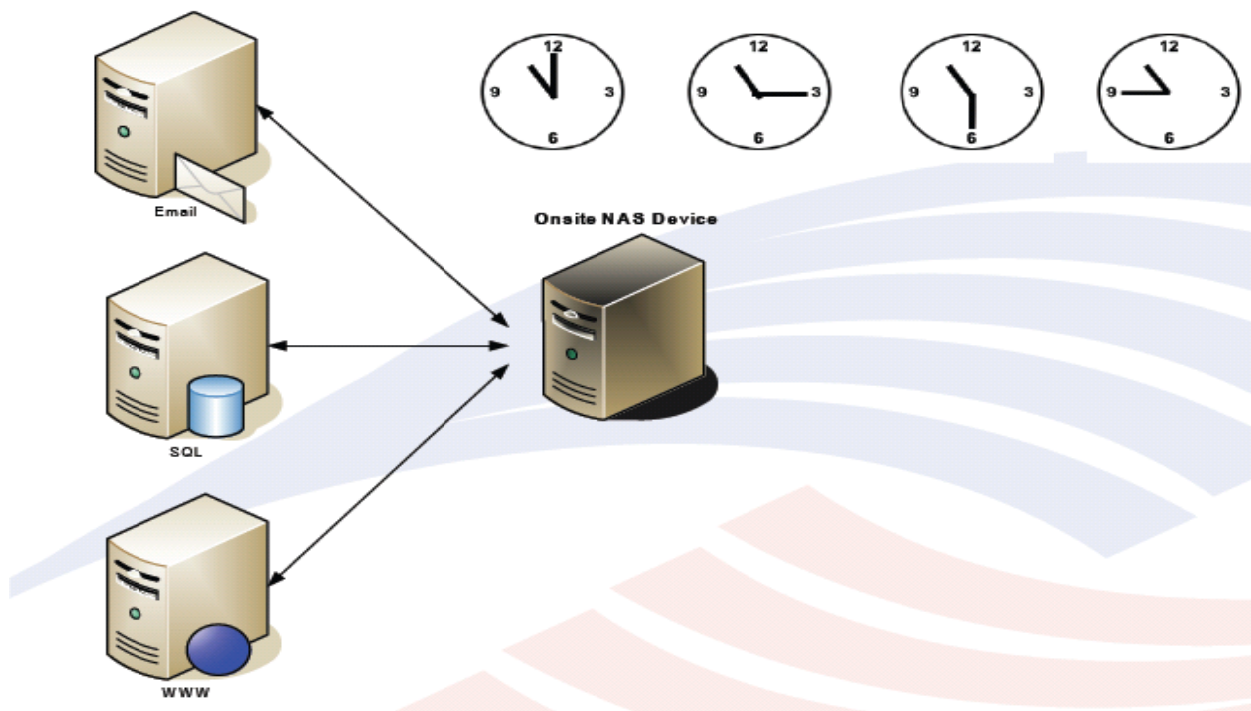
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On-site Virtual Server

If any protected server fails, The Launch Pad's BDR server virtualization technology embedded in the Network Attached Storage (NAS) backup appliance allows the failed servers and applications to be restored and rebooted quickly, often within two hours. With traditional tape backup, there is often a wait of several days in order to receive replacement servers from manufacturers and restore the server, applications, and data. The Launch Pad's BDR data protection's NAS can have your business up and running rapidly. The NAS multitasks so that, even while functioning as a virtual server, it can continue to back up data from other devices attached to the NAS. The Launch Pad's BDR technology allows you to remain in business without significant loss of data backup, server functionality, or application downtime.
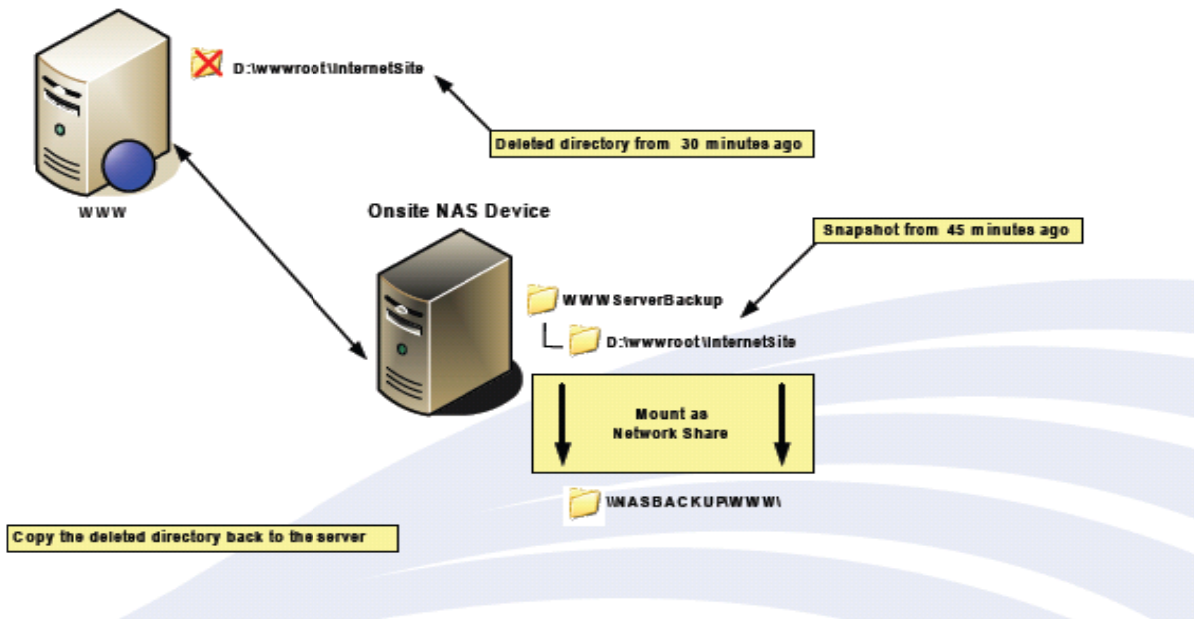
Intuitive and Flexible Restoration

A good backup solution allows for quick and flexible data restores. The Launch Pad's BDR solution allows for recovery of files, folders, partitions, mailboxes/messages, databases/tables using a rapid restoration process. In case of a complete server failure, The Launch Pad's BDR solution supports a "bare metal restore" to new hardware which has a different configuration, hardware and drivers when compared to the failed server. The 15-minute incremental based backup allows restores to be done from a specific point in time, allowing for multiple versions of files, folders, messages/mailboxes, database/tables to be restored.
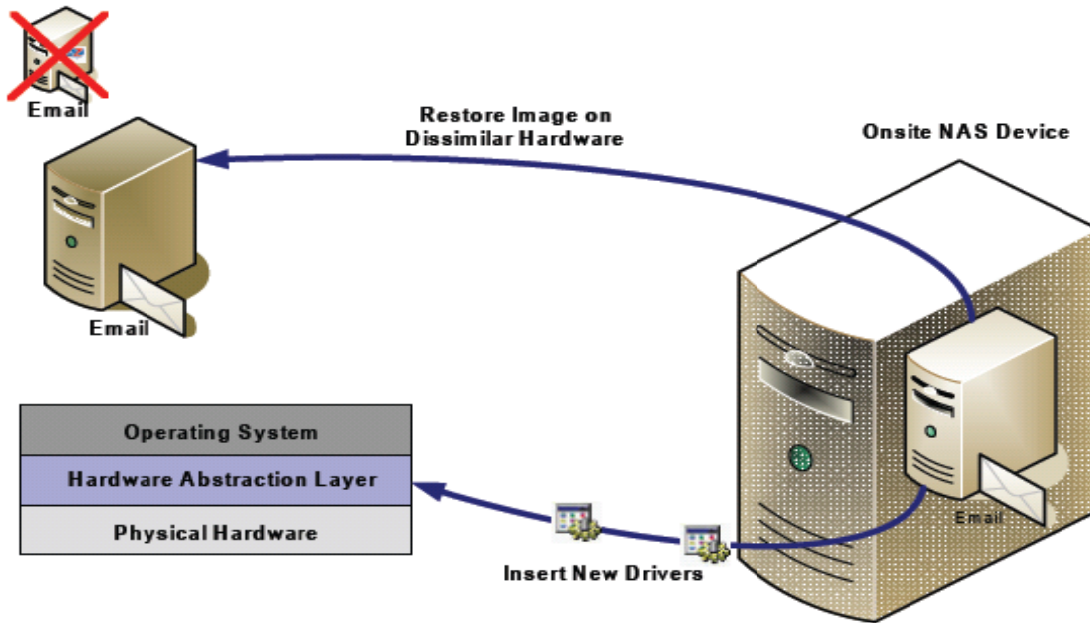
Secure Remote Storage

After imaging the server to which it is attached, the NAS device then creates an independent 256-bit encrypted tunnel and transmits the imaged data to a secure offsite location where it resides in an encrypted, compressed format. That remote site then replicates again to an alternate data center, creating a total of three copies of the data in three geographically distinct regions. Since the data is encrypted and only you have the key, no one has access at any of the remote storage facilities.

Transmitting data to a remote site is a key component of BCP. It guarantees that, in case of physical damage to the client's network or NAS, or even regional disaster, the data is safe in uncompromised locations. Encryption is an important step in the process of transmitting data between the NAS and the remote sites, because it greatly reduces the risk of data loss incidents that plague magnetic tape and prevents man-in-the-middle attacks during transmission. We employ the 256-bit Advanced Encryption Standard (AES) algorithm because it has never been broken and is currently considered the gold standard of encryption to render transmitted data immune to theft.

Secure, Bandwidth Throttling Transfer

Data transmission occurs over your Internet connection, and can easily be configured to minimize bandwidth consumption. The NAS leverages Adaptive Bandwidth Throttling, which only utilizes available bandwidth or provides for a pre-determined outbound limit. The smart transfer technology utilizes a host of innovative algorithms to speed up data transport and resume from failure. The Launch Pad can exercise fine control over the data imaging and transmission processes.

24x7 Completely Managed Solution

The Network Operations Center (NOC) monitors your NAS units and the attached servers 24/7. Failed processes generate alerts to our engineers, who often remotely correct errors within minutes of receiving notification. In case of more serious NAS issues, The Launch Pad's BDR engineers will remedy the issue at your

site. If any NAS units are irreparably damaged or destroyed, The Launch Pad will provide a replacement on the next business day, pre-loaded with all stored data.
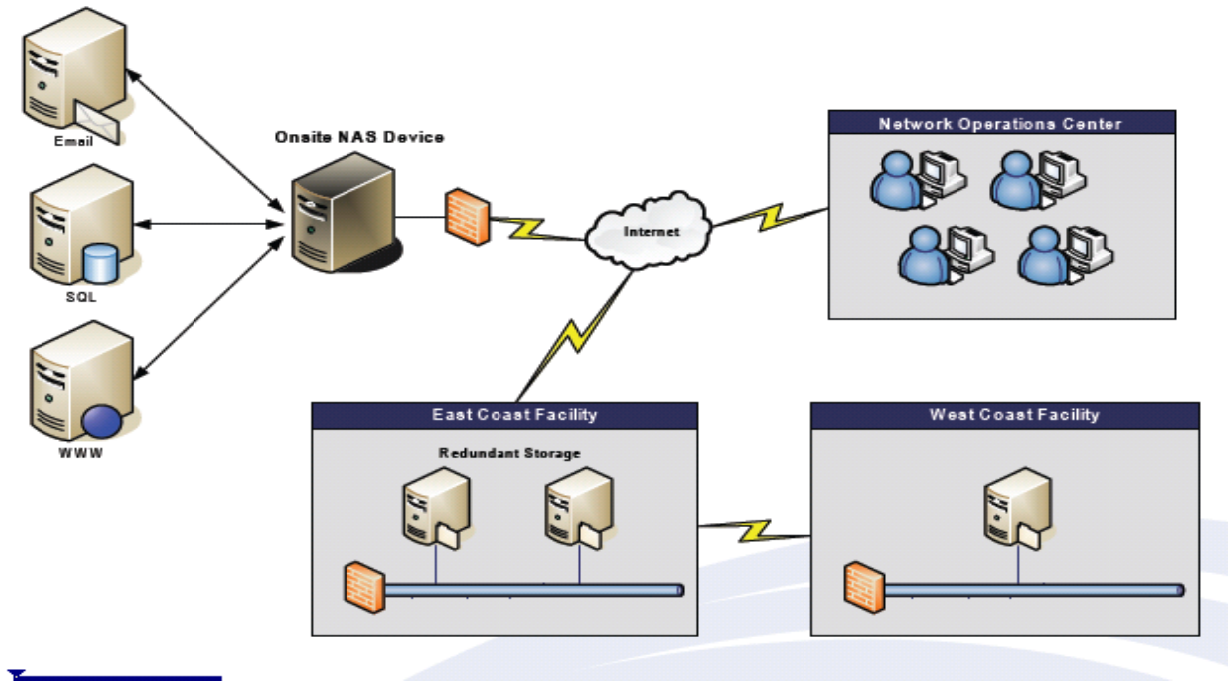
Affordable Cost

The Launch Pad offers a pricing packaged that is all inclusive of the complete backup and disaster recovery service-with no hidden costs. All your costs are bundled and include the NAS, the Incremental Forever Methodology, file restorations, file integrity checks, secure data transmission and remote storage.

About The Launch Pad

The Launch Pad shares insight through research studies, white papers, newsletter articles and most importantly feedback from our clients to help small businesses and organizations succeed with technology and on the web. Our team has been helping businesses and organizations develop cost effective managed technology solutions aimed at growing small business since 1992 expanding our capabilities and services with the growth of the web to include managed hosting, website design and development and domain registration.

You pursue your vision... we'll manage the technology

We encourage you to contact us for information about technology and web opportunities for your organization:

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