Disaster Recovery as a Service (DRaaS) and Cloud Storage

DRaaS

Downtime and outages can cause significant impact and cost to a business – loss of operations and productivity can influence how clients view the organisation – ultimately customers may be lost, business may go elsewhere. Data loss through failure can cause an even greater impact on a business – transactions can be lost – these could be orders, invoices or even payments.

A safe and sound DR strategy, replicating a business’ mission critical data to a secure location can be key to continued operations and keeping a business running. Colt with their geo-resilient cloud based solutions are able to provide a secure and cost effective solution to an organisation’s DR requirement.

Cloud Storage

With the enormous growth in data, complex management and limited budgets customers are looking for alternate options to traditional storage solutions. Storage in the cloud is the answer many businesses are taking as it solves these issues and many more.

EMC have a number of technologies which have the capability to target Colt’s Cloud Storage as either additional capacity for their data growth or for secure disaster recover copies:

- **EMC CloudArray** enables cloud storage to be seamlessly presented as local capacity enabling this on-demand capacity to work with almost any application or server.

- **EMC VSPEX BLUE** redefines consolidation and simplicity with an agile, scalable and trusted hyper-converged infrastructure for end user or virtual computing.

- **EMC Recoverpoint for VM** provides local & remote replication, data protection and advanced disaster recovery capabilities for virtual machines.

Colt’s Cloud Storage infrastructure is an ideal platform for both DRaaS and storing data. It offers huge scalability, a pay as you use model – whilst providing a secure and protected repository; two use cases are listed below:

**Storage capacity expansion into the cloud with Colt Cloud Storage and EMC CloudArray**

Utilising EMC’s CloudArray offering in combination with Colt’s Cloud Storage this solution enables storage in the cloud to be presented on-premise to servers and applications as if it was local storage. The advanced caching of CloudArray delivers “local” like performance to Colt’s secure and scalable cloud based capability – enabling businesses to utilise an elastic cloud based model without any major impact to applications or processes.

**Disaster recovery “target” for EMC Recoverpoint for VM, including VSPEX Blue. A DRaaS using Colt Cloud Storage and EMC CloudArray**

This solution uses Colt’s Cloud based repository as a secure data store for an organisation’s disaster recovery data. Using either standalone Recoverpoint for VM, or the embedded version in VSPEX Blue, data is replicated to Colt’s Cloud. Recoverpoint reliably and securely replicates data off-premise, and delivers a “continuous data protection” capability, giving customers the ability to recover to “sub-second” granularity.
A comparison of the offerings below:

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<th>Storage expansion in the cloud with Colt Cloud Storage and CloudArray</th>
<th>DRaaS using with Recoverpoint for VM, Colt Cloud Storage and CloudArray</th>
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<tbody>
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<td>Enables business continuity to the cloud</td>
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<td>Efficient and flexible DR capability – no need for DR location</td>
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<td>Utilises embedded functionality of VSPEX Blue appliance</td>
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<td>Integrated into VMware hypervisor, managed through vCenter</td>
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<td>Scalable – “pay as you use”, “pay as you grow”</td>
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<td>Data stored in the cloud, additional to locally hosted capacity</td>
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<td>Cloud based capacity &quot;seen&quot; as local disk, utilised for virtually any use case</td>
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Spot the sales opportunity
Who will benefit most from this service?
Organisations looking to benefit from reduced capital expenditure and wanting to exploit the flexible, scalable model of Colt’s Cloud. Talk to your EMC customers today about the various offerings they are selling and find the relevant attach sell.

Talk to your customers
- Are they selling EMC?
- Are they selling EMC Recoverpoint, EMC CloudArray, EMC Data Domain or EMC VSPEX BLUE?
- Can we talk about DR or cloud storage to their existing customers using these technologies?
- Can we discuss this as part of any new EU opportunity for these EMC technologies?

Other considerations and sales related materials
Arrow is able to work with you to help your customers decide on the best way to implement Cloud Solutions.
Contact the Cloud or EMC team for:
- Product questions and pricing
- Help with customer opportunities
- Any and all other sales and technical questions

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