



SUNGARD AVAILABILITY SERVICES

Simplify Your Data Protection Strategies: Best Practices for Online Backup & Recovery

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Agenda

- Challenges with Backup & Recovery
- How to Approach the Challenge
- Anatomy of a Recovery
- How Online Backup & Recovery Solutions Deliver Value
- Key Steps to Get Ready for Online Backup & Recovery

Business Priorities

Grow Revenue, Improve Margin - Faster

- Deliver new IT capabilities
 - Drive new revenue streams
 - Attract new customers
 - Maintain competitive edge

- Maintain current IT capabilities
 - Increase uptime
 - Reduce overhead and spend

- Do above more efficiently and reduce time to value
 - Reduce CAPEX
 - Reduce IT investment risk
 - Show value immediately



Backup Is Challenging...

Labor Intensive - Set up, on going management and problem resolution when the jobs fail

Costly - Purchases include Hardware, Software, Maintenance, Support, Training, Power, Space, Cooling costs

Off-Site Transit – Risk of loss for tapes transported off-site for recovery

The Never Ending Backup - More data is being backed up as grow rates continue to climb for all companies

....And Recovery Is Even More Challenging

Recovery is expensive, requiring dedicated staff + resources

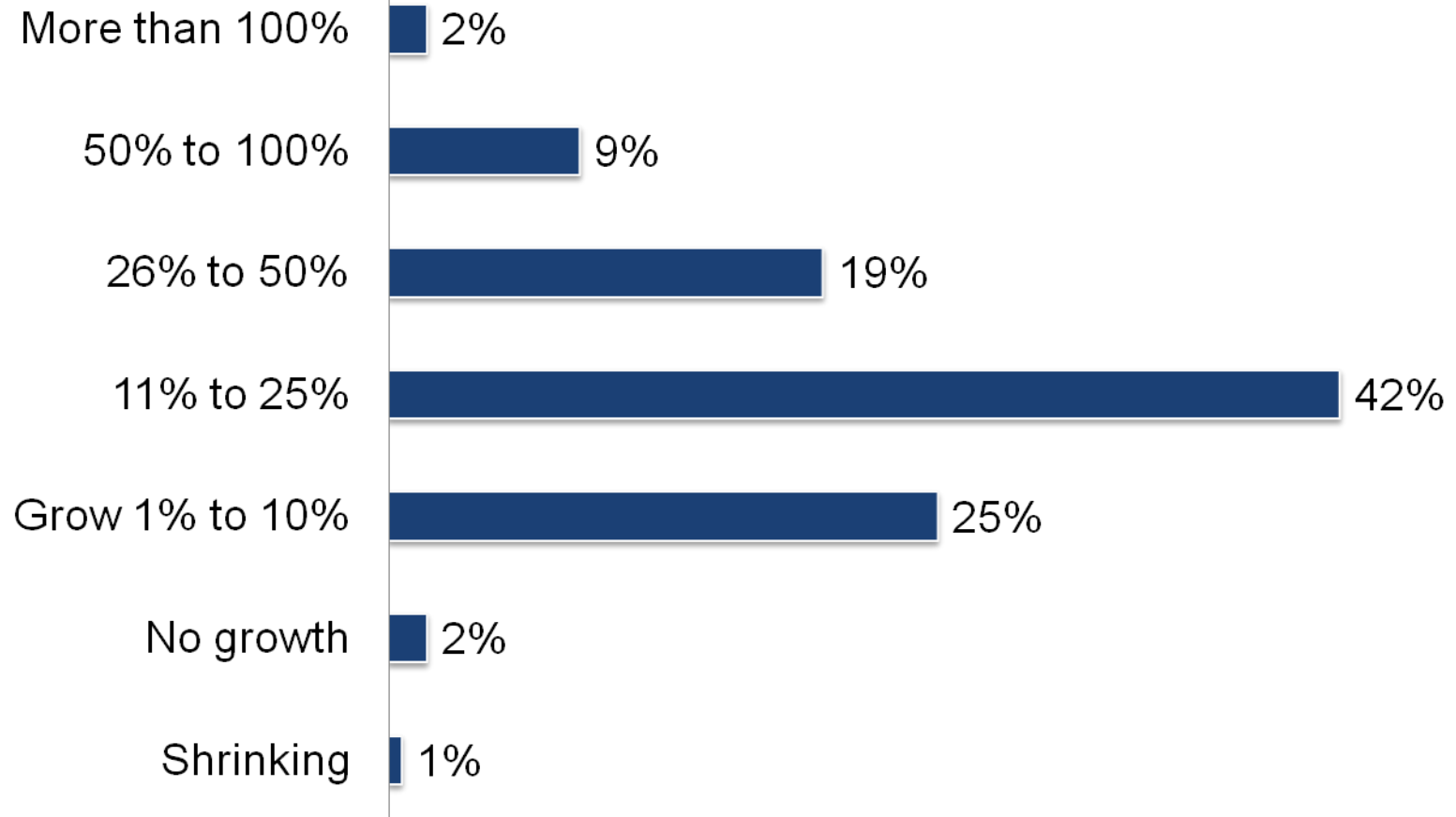
Recovery is risky technically and operationally

Recovery is a thankless task – no upside, lots of downside

Devoting resources to recovery has opportunity cost

Data Continues Its Exponential Growth

“What do you expect will be the overall storage growth at your company over the next 12 months?”

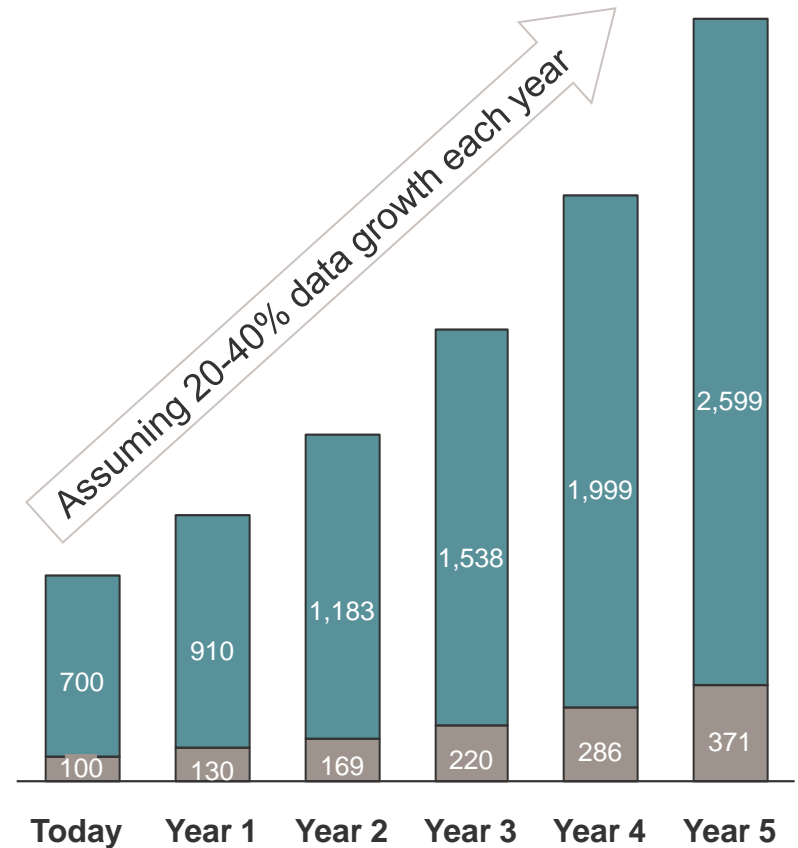


Source: Forrester's Technology Foresight's For Hardware, Q3 2010

Base: 351 server, storage, or data center decision-makers at North American and European enterprises

Any Plan Needs to Account for Data Growth

In 5 years 100 TB of production storage turns into almost 3 PB



■ Backup storage capacity (TB)
■ Production storage capacity (TB)

Source: The February 2010 "Controlling Storage Cost Amid High Growth" Forrester report

Audience Question

“When it comes to backup and recovery, what is the most important consideration to you?”

- Streamlined and consistent backups that can be recovered effectively
- Mitigating risk of transporting physical tapes offsite with quick access to recover the data
- Providing remote and branch offices the same protection as headquarters
- Managing costs through a subscription-based OpEx model

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Approach to Availability

Tier Applications by Business Value

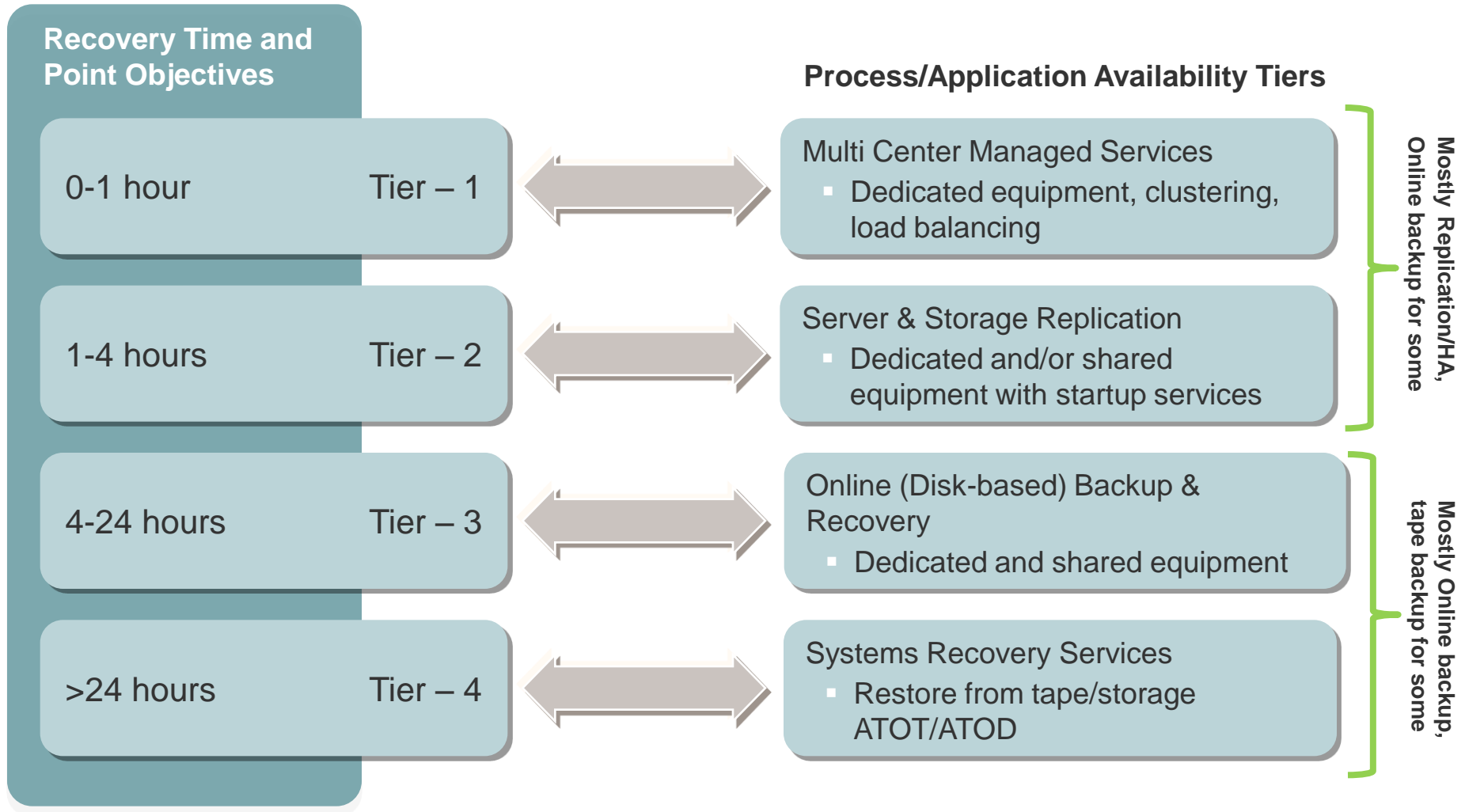


Based on Value, Determine Sensitivity to Downtime



Based on Sensitivity, Select Solution by Tier

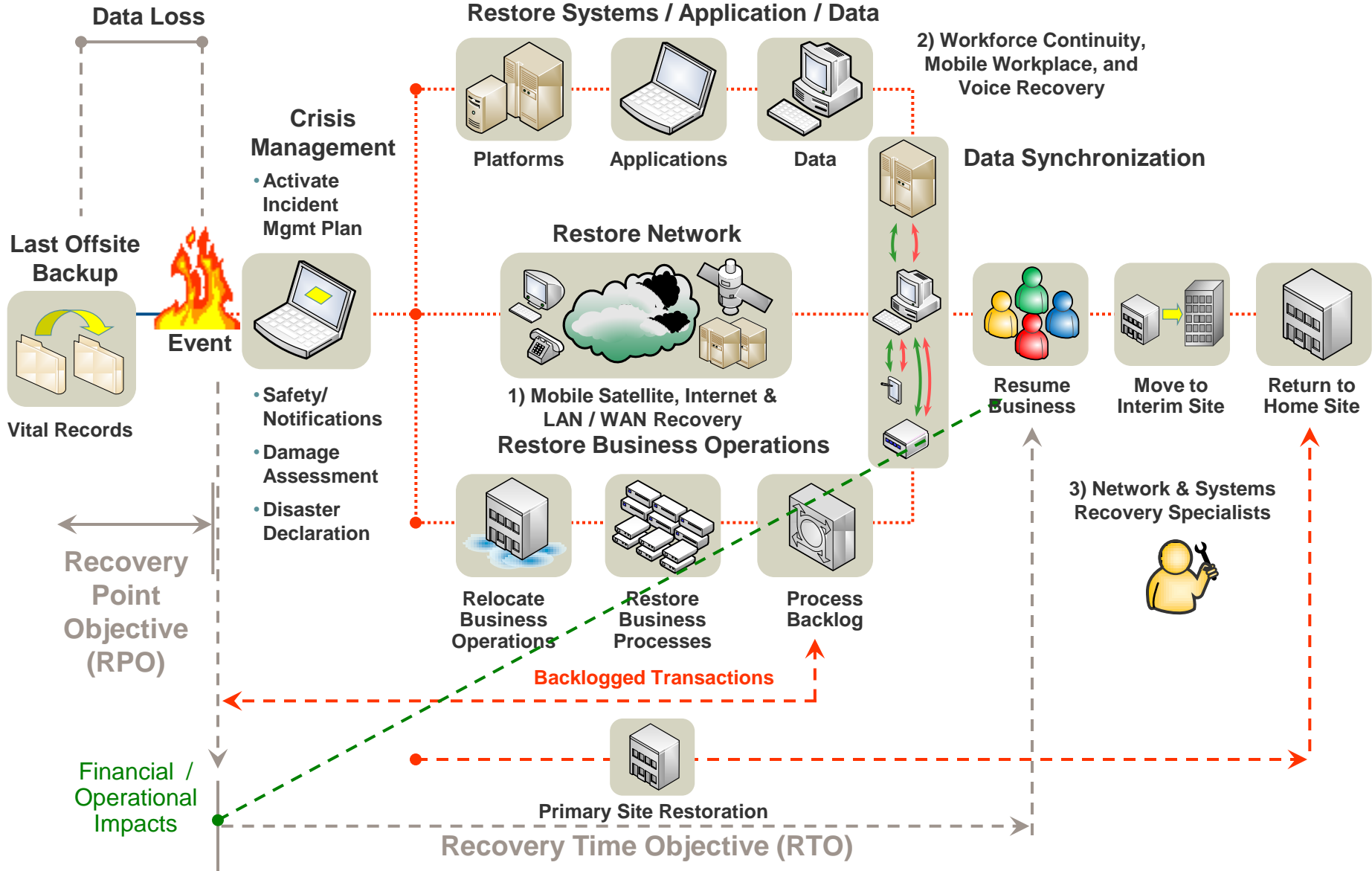
Tiered Solutions Match Appropriate Availability Options to Application and Data Criticality



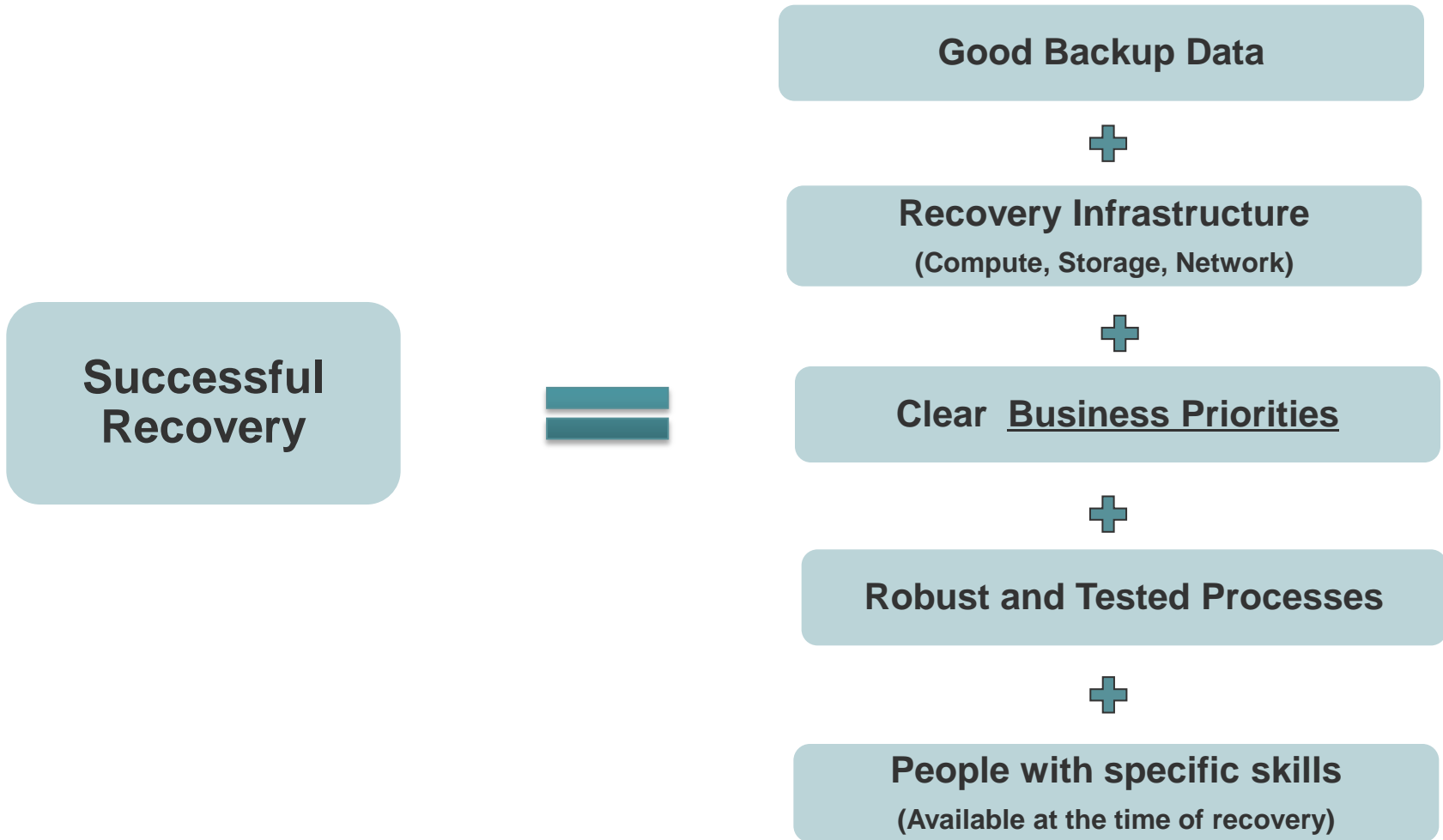
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Are You Really Ready to Recover?



Ingredients for a Successful Recovery



Audience Question

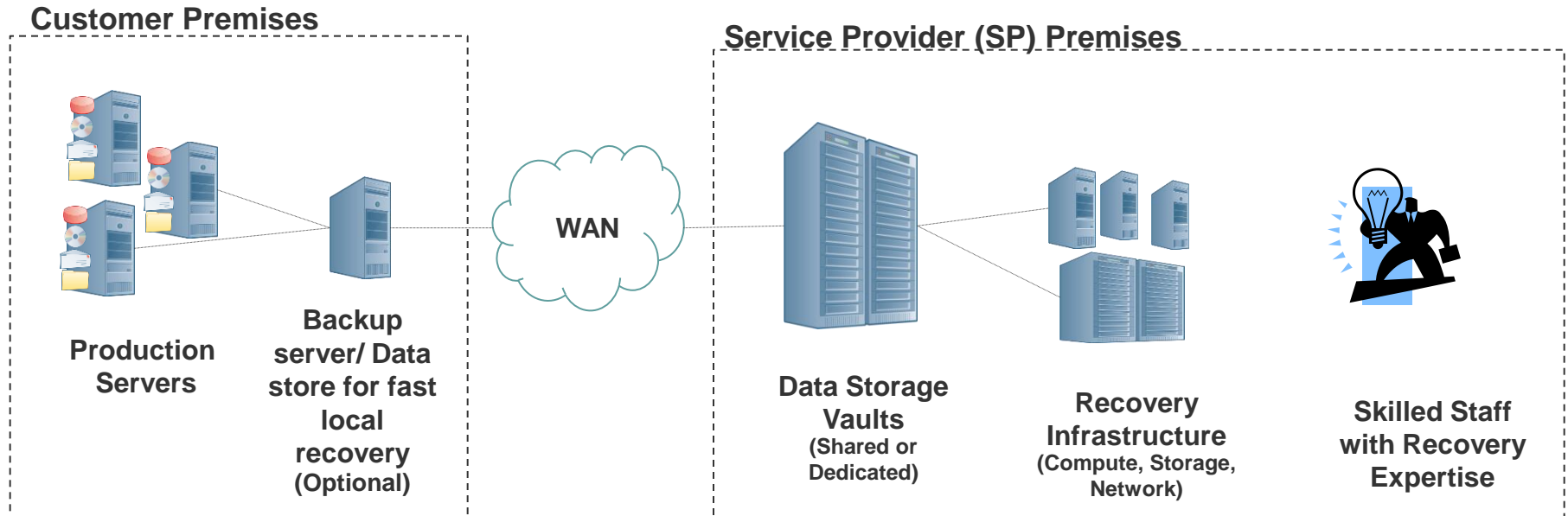
“How would you rate the maturity of your backup and recovery strategy?”

- **Best Practices Enabled** - We're ready for any outage. We have the ability to restore locally as needed and have offsite access to a secondary data center with all necessary infrastructure and personnel to handle a full recovery.
- **Average** - We backup all of our critical data offsite – some on disk and some on tape. We have a documented plan for recovery, though it hasn't been tested frequently. Our remote offices have their own plans which largely follow different processes and procedures.
- **“Work in Progress”** - We backup to tapes locally and send them offsite. Our plans are very tactical in nature and more theoretical than practical. Portions of our recovery plans are documented.

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Anatomy of an Online Backup & Recovery Solution



Online Backup-Recovery Options

Attribute	Choices
Financing	<ul style="list-style-type: none"> • OPEX • CAPEX + OPEX
Application and Platform Support	<ul style="list-style-type: none"> • All major business applications and OS • Intel, Mainframe, HP, IBM,.... • Virtual and/or Physical
Data Volume	<ul style="list-style-type: none"> • Few GB • 100TB+
Scope	<ul style="list-style-type: none"> • Data centers • Remote branch offices
Management	<ul style="list-style-type: none"> • Fully managed • Partly managed
Infrastructure Security (Network/Storage/Compute)	<ul style="list-style-type: none"> • Dedicated hardware • Shared infrastructure
Technology	<ul style="list-style-type: none"> • Pure Online Backup • Disk to Disk to Cloud • Hybrid
Operational Model	<ul style="list-style-type: none"> • Continue to use existing hardware / software / process • New solution

Advantages of Online Backup & Recovery Solution

Advantage		Why
Reduced Risk	Reduced Data Loss Risk	<ul style="list-style-type: none"> • More reliable than tape • Data replicated to multiple locations immediately
	Reduced Recovery Risk	<ul style="list-style-type: none"> • Service provider infrastructure and expertise • Higher data quality (no tapes gone bad!)
	Reduced Security Risk	<ul style="list-style-type: none"> • No risk of losing tapes
Financially Attractive	Lower TCO	<ul style="list-style-type: none"> • Shared backup and recovery infrastructure • Lower investment on local backup software/hardware
	Lower CAPEX	<ul style="list-style-type: none"> • Can be sources as all OPEX solution
Faster	Faster Backup/Recovery Time*	<ul style="list-style-type: none"> • No time involved in tape shipping/swapping etc. • Recovery process / expertise from service provider
	Faster Time to Value	<ul style="list-style-type: none"> • Reduced implementation time
Easier To Operate	Scalability	<ul style="list-style-type: none"> • Scales to 100TB+
	Lower Operational Overhead	<ul style="list-style-type: none"> • Eliminate activities like tape management • Lower risk of errors

Customer Case Study – Large HealthCare Provider



HALIFAX
HEALTH

Company Profile

- Halifax District Hospital opened its doors to the community on January 3, 1928. Founded by the state legislature, the hospital began operations with 125 licensed beds. During World War II, the hospital became a convalescent facility. In 1947, it was remodeled and returned to the community as an acute care general hospital. In 1986, the hospital was designated as the area's only Level II Trauma Center and changed its name to Halifax Medical Center.

Customer Buying Scenario

- Hurricane Recovery Real problem
- Must reduce RTO

Customer Solution Requirements

- <24 hour RTO for tier-1 apps
- Want to continue to own backup process
- Requirement to get data off site for Disaster Recovery
- Had to get data out of Region



Why SunGard an Online Backup & Recovery Solution?

- Trusted Advisor
- Competitive price
- Application recovery
- Restore went from 60 hours to 16 hours

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How to Get Ready for Online Backup & Recovery

1. Work with a trusted advisor to tier applications based on business value and sensitivity to downtime
2. Evaluate your data growth needs over the next 3 years
3. Identify current backup and recovery costs including data center real estate, power, cooling, labor, hardware, software and maintenance
4. Evaluate vendors who can offer full suite of recovery capabilities like online backup/recovery, replication, High Availability etc. and possess proven expertise, geographical diversity and are financially stable
5. Assign a time line with clear requirements and time frames to bring the decision process to a close



Online Backup and Recovery - Value can be realized by companies of all sizes from the SMB to the Enterprise