No Time for Downtime!

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IBM Software

PCTY2010

Pulse Comes to You

Optimizing the World's Infrastructure

The Dreaded Natural Disaster

Nearly every day, a disaster strikes somewhere in the world

Businesses are affected – data is lost, operations are disrupted

How fast can you be back up and running?

TODAY!

- *Tornadoes ripped through parts of the U.S. Southern Plains on Monday in an outbreak of violent weather that killed five people and injured dozens of others as cars went flying off highways, mobile homes flipped over and baseball-size hail came crashing through windshields.*

Business Continuity Depends on Data Recovery

- Businesses of all types are facing unprecedented challenges to keep more information available, all the time
  - They can't afford to lose any data, and they can't afford to be without it for very long
  - Losing access to data causes downtime – there's no longer a paper-based fall-back process
- The costs of downtime and lost data are escalating:
  - Lost revenue streams and customer confidence
  - Embarrassment in the marketplace
  - Contract penalties, regulatory fines, legal action, etc.

What can go wrong?
- Deleted files
- Corrupted database
- Virus/hacker attack
- Disk crash
- Server crash
- Local disaster
- Regional disaster

Can you quickly recovery from each?

Challenges with Data Recovery

- Meeting service level objectives and providing continuous availability of valuable files
  - Including email and mission critical application data
- Waiting for data be restored
  - Long recovery time objectives; it can take hours or days to restore a large system
- Trying to restore data that wasn't backed-up
  - Insufficient recovery point objectives; once-a-night backup = 24 hrs of data at risk
- Shortage of skilled data administrators to manage the influx of disparate data
  - What about data in remote/branch offices?
- Shrinking backup windows

The impact to a business can be enormous.

- Downtime ranges from **300–1,200 hours per year**, depending on industry

- In some industries, downtime costs can equal **up to 16 percent of revenue**

- For **32 percent** of organizations, just four hours of downtime could be severely damaging

- **30 percent** of all businesses that have a major fire go out of business within a year. 70 percent fail within five years.

- **60 percent** of companies that lose their data will shut down **within 6 months** of the disaster.

- **50 percent** of businesses that found themselves without data management for **10 days or more** due to a disaster filed for bankruptcy immediately.

IBM Tivoli Storage Manager FastBack Will…

- Help you instantly recover from almost any data loss incident

- Get control of your distributed data protection problem

- Improve the availability of critical application servers in your data center

- Help you reduce infrastructure and management costs, improve service levels and mitigate risks

- Compliment your TSM installation

Question: How much will it cost you while your data is being restored?

Fastback – It is all about Recovery Time!!!

Challenges

- **Mission Critical Windows Application is down**

- **Shrinking backup windows**

- **Shrinking acceptable data loss and RTO**

- **More granular RPO**

- **Lack of IT skills in small business and ROBO**

FastBack Addresses these Challenges

- **Near zero recovery time**

- **Elimination of backup windows**

- **Reduce back-up data with block level incremental forever**

- **CDP on-demand™, Customizable RPO by application**

- **Centralized management of de-centralized data, with secure data transfer**

- **Easy to install and use; one-click restore**

Introducing Tivoli Storage Manager FastBack v6.1

- Block-level, incremental-forever, continuous or scheduled backup for Windows and **Linux servers** `New`

- Near-instant restore of any type / amount of Windows application data

- Integrated target-side **data deduplication** `New`

- Built-in 'selective replication'

- Comprehensive reporting, leverages Tivoli Common Reporting

- **Tight integration with Tivoli Storage Manager** `New`
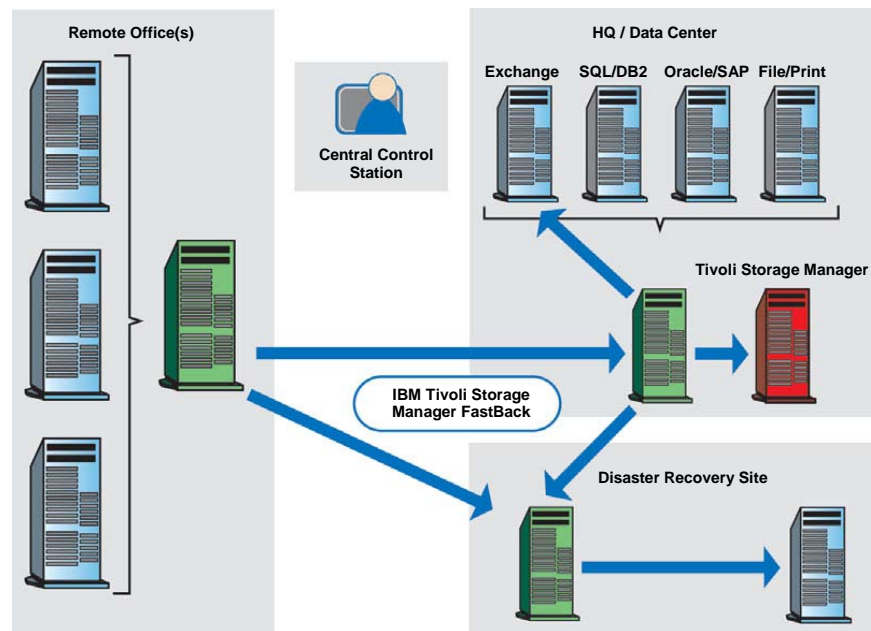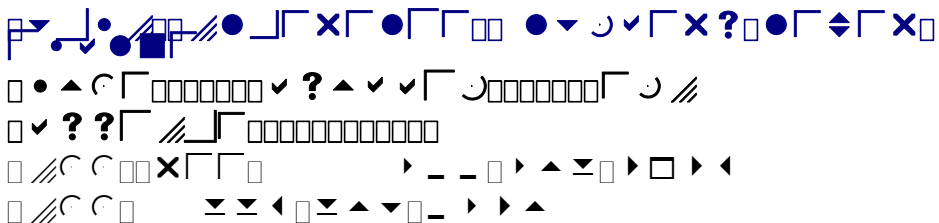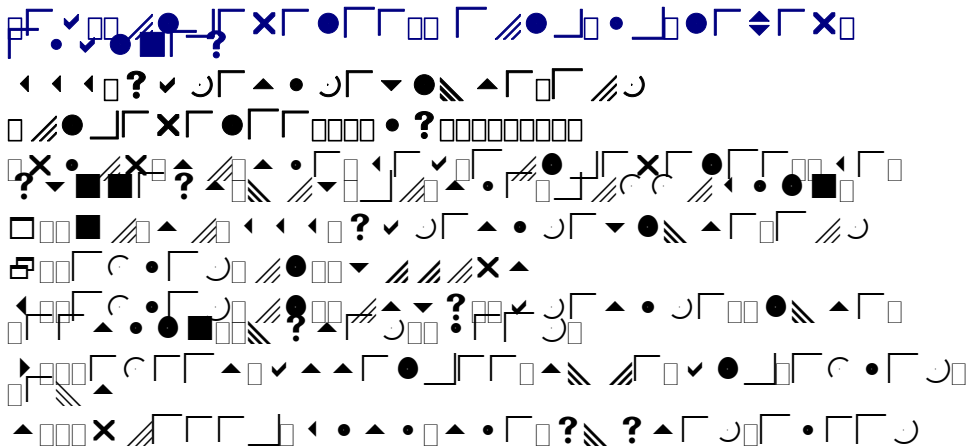
TSM FastBack for Microsoft Exchange v6.1

- Granular restore of individual MS-Exchange objects:
  > Messages, Attachments, Calendar entries, Contacts, Notes, Tasks, Journal entries

- **Supports Shared Folders** `New`

- Supports Exchange 2003 & 2007

- TSM FastBack v6.1 provides volume-level recovery of Exchange 2010 today

FastBack Demo – LaunchPad

Join our Web Demo

TSM FastBack – *It's All About Recovery*

- **FastBack Mount**
  - Opens an Explorer-like view into the FastBack repository
  - Simple 'drag-and-drop' operation
  - Recovers individual files and folders, from any point in time
- **Virtual Recovery**
  - Mounts an entire volume to be recovered
  - Select any previous point-in-time (Recovery Point)
  - New volume becomes available within seconds
  - Read-write requests serviced by FastBack
  - Data is restored in the background to target disk
- **Bare Machine Recovery / Disaster Recover**
  - Restore the Operating System volume
  - Any hardware platform (similar, dissimilar, virtual machine)

Case Studies & References

1. [IBM - The Austin Diagnostic Clinic recovers critical data in less than an hour with...](#)
   Using IBM Tivoli Storage Manager FastBack, ADC can easily protect and quickly recover critical data from its core applications, including its electronic medical records system. A two-hour backup now takes five minutes and staff can restore critical
   URL: http://www-304.ibm.com/jct01003c/software/success/cs...

2. [IBM - ECOM mitigates risk with data protection solution from IBM (11/21/2008)](#)
   ECOM chose IBM Tivoli® Storage Manager FastBack software (formerly FilesX Xpress Restore ... protection technology, Tivoli Storage Manager FastBack provides a continuous, "lights-out
   URL: http://www-01.ibm.com/software/success/cssdb.nsf/cs/...

Examples of Using TSM FastBack

- **Instant Restore of Applications and Fileservers**
  - Make systems immediately available to end users without waiting for the physical data restore to complete
- **Virtual environments**
  - Full block-level backup for each guest, without the overhead
- **Item-level recovery for Microsoft Exchange**
  - Calendars, folders, attachments, mailboxes, or use with TSM for Mail
- **Microsoft SQL, Oracle or DB2**
  - Faster backups with more granular recovery options
- **Large Microsoft Windows Filesystems**
  - Provides faster backup and file-level recovery for very large filesystems
- **Linux**

- **Disaster Recovery**

Summary: Why FastBack?

- It can save your company massive amounts of money!
- Near instant recovery
- Insurance against downtime
- Minimize data loss
- Simplify data protection and recovery
- Compliments existing TSM environments

Q: What is Comprehensive Data Protection Solution (CDPS) Express?
A: First Strategic MidMarket "Solution Building Block"

Cross Brand Soft Bundle

Server, Storage and Software
All in one attractive package for only $9,899!

GREAT BUNDLE AT A GREAT PRICE

Tivoli software

► Tivoli Storage Manager FastBack Software
► System x Servers
► DS3200 Storage
► Optional: IGF Monthly Financing
            IGS Install Services

IBM Global Financing

Key CDPS Initiatives

– Messaging and Marketing Assets at the solution level
– Partner education at both solution and component level
– Fastback Software included in HVEC and XCC Ordering Systems
– Geo Sponsored Promotion on Simple Config. (Local Geo Brand Leader key to making this happen)

Delivered through our Channel Partners

► Tivoli Partners
► System x &
  Storage Resellers

IBM Business Partner
TM

OI from:
► Co-Marketing
► Partner led

Pre Identified Cross & Up Sell

1. Tivoli Storage Manager (Tape Archive)
2. Tivoli Continuous Data Protection for Files software for clients that have mobile employees (i.e., sales teams or support teams)
3. IBM Information Protection Services – *remote data protection* for clients that want a reliable, hosted third-party alternative for their data backup needs.
4. IBM System Storage DS3200, DS3300, DS3400 and DS4000 for clients that need more storage capacity.
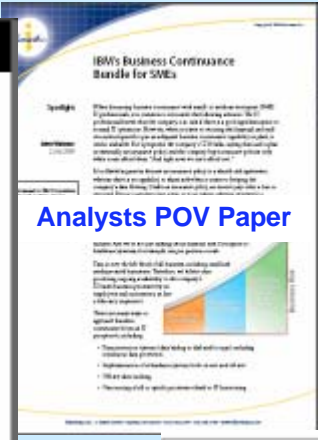
Optimizing the World's Infrastructure

Several CDPS Solution Level assets have been created and are available for translation
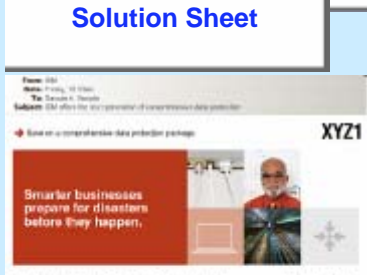
Customer Facing Presentation
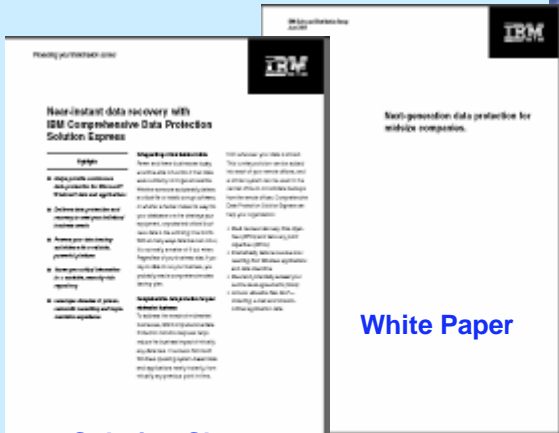
Solution Sheet

White Paper

Analysts POV Paper
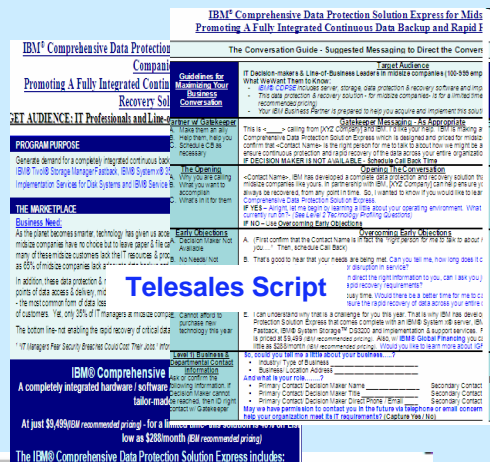
Telesales Script

Technical PodCast

Analyst POV PodCast

Solution eMail
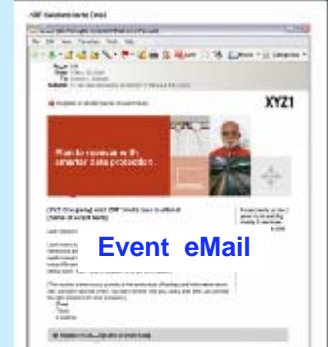
Event eMail
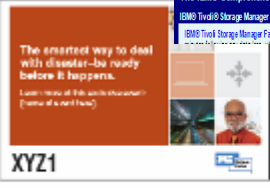
Event Invitation Post Card

Customer Value Prop (INTERNAL)

BP Value Prop Presentation

Press Release

Promotion Announcement Lett

Flyer

Blogging on InfoBoom

Ads:Radio   Print   Web Banner

Fastback

Free Trial Offer

Intro Video for BP's

US Created Assets

US Customer Facing Presentation

US CDSP Video

Please visit these links for more information
(Links active in slide-show mode)

- Introductory Demo
- Product Information:
  - TSM FastBack   Data Sheet   Web Page   Tech Info
  - TSM FastBack for Bare Machine Recovery   Data Sheet   Web Page   Tech Info
  - TSM FastBack for Microsoft Exchange   Data Sheet   Web Page   Tech Info
  - TSM FastBack Center   Data Sheet   Web Page
  - TSM FastBack for Workstations   Data Sheet   Web Page
- White Papers:
  - Addressing the Complexity of Remote Data Protection
  - Next Generation Data Protection for Mid-Sized Companies
  - The Evaluator Group: New Data Protection Strategies
- Solution information:
  - Storage Management
  - Backup and Recovery
  - Data Reduction
- Wikipedia

Thank You For Attending

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