

Provide a **cost effective** Data Backup & Storage Solution for SME Clients.

Allow Clients to have **total confidence** in their Data Solutions.

Allow clients to have **automatic, secure, consistent** Data Backup.

Provide a solution that is totally cost effective to Business.

As a provider of these solutions, we are able to **increase** Gross **Profit** and recurring **revenue streams**.

Overview



As the might of the banking world fell like a global pack of cards, it dawned very quickly on the business world that something close to catastrophic was happening. The recession was about to hit and although no one knew exactly how hard, most realised an uncomfortable ride was about to be taken.

For those of us involved in Corporate IT Support, it soon became very clear that one of the first measures that any company takes in cost cutting exercises involves infrastructure and its components. Very quickly, orders for equipment diminished, break fix calls became a luxury and managed service bills were being scrutinised by forensic accountants.

It was time to look at new opportunities that would benefit customers whilst at the same time not creating an impact on their bottom line.

Solution:

A lot of businesses still rely on tape backup for their data storage and disaster recovery capability. Disk to disk back up, until recently, has been more expensive than traditional tape methods. The buzz word of the moment is the Cloud but not all businesses can understand or afford the basic fundamentals of what the cloud is there to achieve. So, what sat in between Tape and the Cloud? What was there to give business and end users a solution that really worked efficiently and would satisfy the accountants?

The first thing we did was look at the costs of managing Tape Backup.

We wanted to try to understand and quantify the costs related to tape backup and have tried to keep the reasoning measurable based on experience dealing with small and medium sized businesses.

1. Tape Rotation-

Average of 250 working days per annum

Average time to rotate tapes 10 minutes per day

Total time to rotate tapes per annum 41.66 Hours

Average employee/IT Resource Cost per Hour £15

Average cost of Tape Rotation per Annum **£624.90 (£52.075 Per Month)**

2. Cost of Cleaning Tape Backup

The average stated by IT Manufacturers is a suggested clean between 8 & 24 Hours useage.

Average working weeks per annum 50

Average time to clean tape drive 30 mins per week

Average employee/IT Resource Cost per Hour £15

Average cost per annum for cleaning **£375 (£31.25 Per Month)**

3. Offsite Tape Storage and delivery

To get data safely to a remote location companies often hire a tape rotation and storage service.

Months per year 12

Monthly transport & storage cost £75 based on a small business

Total Cost per annum **£900 (£75 per Month)**

4. Company dependent on Internal Employee Tape Storage

Average of 250 working days per annum

Average time to pick up tapes 5 Mins per Day

Average employee/IT Resource Cost per Hour £15

Total Cost per annum **£312.50 (£26.05 per Month)**

Whilst not all companies will agree with the associated costs of running Tape Backup it is generally agreed that the steps listed are necessary to achieve optimum performance. The majority of small and medium sized businesses keep the responsibility of tape backup in house to reduce costs. By doing this, however, also mean that the responsibility for any major failure falls at the door of that business and can seriously hamper any efforts to restore data in the event of a failure therefore having potential consequences of keeping the business trading.

Tape Backup has long been a fact of life and the seemingly inexpensive way for businesses to look after their data and as the business grows, so does the amount of data and capacity required. Forward thinking businesses are looking at ways of upgrading their data storage, particularly for critical data. Magnetic tape was first used to record data and programs in 1951, and today, it's not a matter of if your tape is going to fail, it's a matter of when.

15% is the failure rate estimated for all tape backups (Gartner)

10%-50% is the failure rate on all tape restores. Data up to one year old has a 10%-15% failure rate, and the failure rate of data five or more years old is 40-45% (Gartner)

34% of businesses backup their data to tape but do not test their backups. (Gartner & Storage Magazine)

77% of those companies that test their data backups have found failures (DTI/PWC)

7 out of 10 businesses that experience a major data loss go out of business within a year (Boston Computing Network)



Vs



**Data Storage
& Backup**

Tape Drive

Until recently the high acquisition costs of alternative methods of Data Backup have made it impossible for small and medium sized businesses to have reliable backup in place. However, new technologies have emerged that are comparable to the cost of tape backup when you factor in the initial investment in a tape drive, the tapes and the ongoing costs that have already been discussed. Alongside the comparable cost, the reliability, performance, endurance and functionality of the new media far outweighs tape media.

So it's not surprising that businesses are now looking at new ways of storing their data. After all, your data is your business and without it, well, you don't need statistics to know the result.

Going by the average figures we have used for Tape Drive ownership, businesses are already paying monthly costs AND taking full responsibility for any potential failure. Management of business data and storage is now possible through professional channels with state of the art equipment and full responsibility for supporting data for all types of business. We wanted to know why businesses were still utilising Tape Backup so we asked them, in an ideal world, what would they want?

The feedback when asking questions of our clients regarding their backup and storage were as follows:

Backup needs to be performed every day at least.

Backups should be done automatically and at regular time intervals.

There must be no interruptions to the server management.

The backup shouldn't be located at the place of business.

Searching for any lost, damaged or destroyed files needs to be done simply and quickly for every affected user.

Restoring files, whatever their size, should be a very straightforward process.

A complete server restore should take hours not days.

Restoring data needs to be possible even if the whole infrastructure is lost or destroyed.

It must not cost the earth.

The answer: IDSbox.

IDSbox is the first backup system which includes a confidential replication and synchronisation to a remote location, within a fully automatic, secure and autonomous process.

IDSbox solutions organise local backups at a company location utilising the installation of a first IDSbox unit. These backups are subsequently replicated onto a second IDSbox unit, which is then located offsite.

For the initial set-up, both IDSbox units are installed at the work place.

The first backup is performed and locally replicated from one IDSbox unit to the other. Once this process has been completed, both IDSbox units will then hold identical data & content.

One of the units is then placed off-site, at a location chosen by the user, e.g. at home, at a second remote site or at a reseller's / IT Support office. The only requirement is to provide an internet connection for this unit.

The second unit will automatically request any changes or updates from the IDSbox that has remained at the company location since the previous synchronisation was completed. The frequency of this procedure can be selected by the user: usually once a day, but if required it can be as regularly as every 3 hours.

As soon as any changes are detected between both IDSbox contents, these changes are then relayed by the IDSbox master unit placed on-site with the company to the IDSbox unit placed offsite.

Only the changes are taken into account. DSL connections do not allow very large files to be sent within short time frames.

Therefore, IDSbox analyses the data content on both hard drive units and performs a replication/synchronisation based on block mode transmission technology. Importantly, each IDSbox is able to analyse the files in order to know precisely what changes are sent.

IDSbox has developed a series of backup software that supports this analysis. During the replication/synchronisation process via the Internet, the security of this process is guaranteed using SSH communication protocol. Data is encrypted just before sending via the Internet and then the data is unencrypted and stored on to the second IDSbox.

The range of IDSbox products are separated into four series. This allows IDSbox to provide solutions for different data capacity needs of Small and Medium sized businesses.

IDSboxMini from 320GB to 500GB	For very small businesses, or medium sized businesses with small amounts of data.
IDSboxEvolution with 1TB or 2TB	This is the ideal solution for most medium sized businesses.
IDSunit from 6TB to 92TB	This is the ideal solution for increased capacity needs or for centralised replications for businesses with several branch or office locations.
IDStorage from 2TB to 92TB	Allows the hosting and centralised monitoring of individual IDSboxes onto a single, unique Storage unit.

About **extech**:

extech is a leading Managed IT solutions, support, product and advice specialist passionate about providing comprehensive IT services and solutions to small and medium sized businesses, schools and charities.

Our services include nationwide, 24/7, on-site IT Support, software support, computer maintenance, networking, helpdesk, project management, IT consultancy, website hosting and design and internet security. **extech** are also specialists in all aspects of Disaster Recovery and is a leading provider of Intelligent Email Archive and Data Management solutions that allow organisations and businesses to visualise email and data usage, analyse data patterns, and to take appropriate action to improve and enforce policies for immediate results.

In 2008, original founder Peter Lawrence sold **extech** to the trusted partnership of Andrew Hookway and Paul Estep, who with over 50 years of combined experience at the very highest levels of Global Corporate IT, are now taking **extech** to the next level of exceptional IT solutions and support for SME's.

Using their breadth and depth of experience, Andrew and Paul, together with a hand-picked, highly skilled and motivated team of engineers, administrators and sales and marketing professionals can offer first-hand experience and understanding every step of the way.

As you would expect, **extech** partners with the most respected brand names in IT to provide you with the right solution for your business.

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