# TOP 7 REASONS FOR ONLINE BACKUP FROM VENYU

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**AMERIVAULT.COM**

866-978-3698

www.venyu.com

sales@venyu.com

For every business that depends on its data being available on-demand, often on a 24/7 basis, the ability to process its backup and recovery onsite in parallel to storing it offsite within the cloud significantly reduces risk of exposure and loss. An online backup strategy not only promotes bulletproof data but also enables a business to continue to maintain both its operational integrity and competitive edge.

## CONSIDER:

- Data loss costs U.S. businesses more than $18 billion a year *(Source: Graziado School of Business and Management, Pepperdine University, Los Angeles)*
- A single incident of data loss can cost a company an average of $10,000 *(Source: Gartner Group)*
- 93% of companies that lost their data for 10 days or more filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. *(Source: National Archives & Records Administration in Washington.)*
- 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. *(Source: Richmond House Group)*

If those statistics are not sobering enough consider these practical questions and how you might respond to them, if you had to, in the face of either a temporary or irrevocable incident of data loss.

1) If your company relies exclusively on tape for data backup and were not able to retrieve a tape due to either negligence or outright loss, what would it cost your company to manually rekey that data?
2) How many calls would you need to make to suppliers, distributors, even customers in order to completely rebuild your critical operational and day-to-day business files?
3) What would these "restorative" operations cost you in company downtime?

How long could your company stay afloat before the goodwill you built up over the years with your suppliers, partners, employees, investors and customers had been exhausted? Fortunately, there is a safety valve available to your business, a solution that completely takes both human error and physical media failure out of the equation: online backup and recovery. Stored offsite and fully automated, it is an insurance policy for your

company – and so much more. Not only does it preserve and provide access to your most critical data while maintaining important internal and external business continuity processes, it also provides what no commercial insurance policy could possibly offer – the ability to completely restore your data (and recover your business), to a level of performance consistent with its state prior to the interruption.

## WHAT THE EXPERTS SAY

Before you conclude that online backup and recovery is a recent "I'm waiting to kick the tires" trend in the IT storage industry, know that as a company you're not alone in weighing offsite storage solutions for your business data.

Case in point: Enterprise Strategy Group (ESG), an award-winning IT analyst and national provider of information technology consulting services to Fortune 1000, public sector entities and emerging growth firms nationwide.

According to ESG's latest research, 30 percent of midmarket organizations identified improving backup and recovery as a top IT priority over the next 12-18 months. As storage capacity grows at a rate of more than 20 percent annually and the business impact of downtime intensifies, IT managers are looking for ways to reduce the risk and cost associated with protecting vital company information while also minimizing the amount of time needed to maintain backup solutions.

ESG research also indicates that 58% of professionals in small and medium-sized organizations can tolerate no more than four hours of downtime before experiencing significant adverse effects. The burden of backing up locally and sending those backups offsite for disaster recovery presents tremendous financial and resource challenges.

ESG isn't alone in these findings. According to analyst group IDC, the growth in online storage services will outpace conventional storage architectures for the next several years. In fact, IDC says that SaaS (Software-as-a-Service) capacity will grow from 174 petabytes in 2007 to more than 2.1 exabytes in 2012, a growth rate that will beat the sales growth of conventional storage technologies. Additionally, the Framingham, Mass.-based IT research firm predicts that online backup revenues will climb to $715 million in 2011, up from $235 million in 2007.

Unconvinced? That's OK. Here are the Top 7 reasons to consider using online backup to bullet-proof your business.

## REASON #1: EFFICIENCY

Intuitively you know that backing up your data is important but so are sales and prospecting for that next customer or client. While you recognize your business data is valuable and in most cases irreplaceable, its backup is often an afterthought and you wish there was less "heavy lifting" associated with its upkeep. In fact, you wish it was as completely automated as the processes supporting your manufacturing or production floor.

Sometimes, wishes come true.

With Venyu, you're able to continue working towards every core goal your business has, whether that means improving sales or bringing the next great idea to market. Venyu's online backups offer several meaningful advantages that, collectively, enable you to keep your expenses in check while simplifying your life.

To reduce your procurement and provisioning requirements for data backup, Venyu employs a scalable, pay-as-you-go model that allows for predictable management of capacity growth aligned to your operational costs. In fact, your capital investment is limited to a recurring monthly subscription. That means you won't have to add or buy:

- Another server
- Another appliance
- Another maintenance contract
- More tapes
- More disks
- More Software
- More bandwidth
- More staff

Plus, you can (finally) put aside all that time and effort you expend troubleshooting problems, or shuttling tapes through a courier service to an offsite storage facility where it risks being misplaced.

As an automated solution that scales as your needs change, Venyu enables you to keep your staff the size it is today without incrementally adding to their workload. In fact, because the online data backup occurs "hands-free," your staff is free to focus on more meaningful and more strategic IT initiatives conducive to building out your industry brand and marketplace position.

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To reduce your costs and simplify your life, Venyu's online backup solution offers:

- **Automation.** Initial set up and installation typically takes only minutes. Data is backed up and secured offsite using the same automated process.
- **Fast Restores.** Restore files easily via a simple wizard in a matter of seconds.
- **Centralized Management.** Via the central interface one workstation can manage any number of internal or remote servers and workstations.
- **Easy Implementation.** Simple software configurations are all that's needed to implement the online data backup process.
- **No further capital investment.** Managed online backup eliminates internal backup system investment, management and maintenance.

## REASON #2: HIGHLY-SECURED DATA ONLY YOU CAN READ

*This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network accessed by a hacker, and more than 50% won't even know they were attacked. (Source: Gartner Group)*

The news headlines are rife with companies suffering data breaches. The most egregious examples are typically associated with unencrypted data being stolen, enabling almost anyone with a computer to take advantage of it, typically for the purposes of identity theft. In some states, notably Nevada and Massachusetts, all customer data, either at rest or in-flight must be encrypted to protect identities and personal data from being compromised.

It's understandable you may have concerns about a third party storing your valuable data. However, before being transferred, Venyu's backups use industry-leading encrypted 256-bit AES encryption that protects data during backups, storage and restore transfers. Data is never in a deciphered state until decrypted by clients – who have the only key. And with Venyu, only changed bits and bytes are backed up in a proprietary sequence, with high encryption from end to end.

Information is backed up in an encrypted state and remains encrypted while stored. Only authorized personnel on the client-side have the key to decrypt the data; Venyu never has access to your passwords or encryption keys.

To protect your data Venyu provides:

- **End-to-end encryption.** In-flight or at rest, data remains encrypted at all times – until decrypted by the client.
- **Industry leading encryption standards.** Including 256-bit AES encryption and Secure Sockets Layer (SSL) technology.
- **Integrity Verification.** A digital "handshake" confirms that data sent is equivalent to data received. An email confirms backup success.

## REASON #3: RAPID RECOVERY

*40% of businesses that suffer a business interruption (e.g. data loss), fail within 5 years (Source: Gartner Group)*

Venyu's AmeriVault online data backup service delivers advanced data protection that combines remote backup and offsite storage into one automated step by simply installing software and leveraging existing internet connectivity. With disciplined, automated offsite backup, expert technical support, and disk-based recovery devices, you can focus on core competencies knowing your business is fully protected.

Subsequent to the first seed backup, changed data is detected at the block level and is the only data to be deduplicated and compressed before being stored in our secure datacenters. Since changed data typically represents a few percent of native data, this process can reduce backup windows by 55% or more! Integrity checks and email notification complete the process.

In only a few easy steps Venyu's AmeriVault solution can recover a failed system onto similar hardware, dissimilar hardware, or a virtual machine. Both the data and the system state can be restored quickly, eliminating the need for multiple backups and dramatically reducing downtime.

For faster internal recovery services Venyu can provide a local copy of your backups, on disk, at your facility, in conjunction with offsite backup. For larger volume losses we can also dispatch a Mobile Vault, which typically arrives within 24 hours of our being notified of an event. And, unlike archived tapes that have singular data on them and likely represents your only copy of that data, the backup included in the mobile vault is not your only copy. If for some reason that first vault does not arrive at your location,

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a second mobile vault can quickly be dispatched, complete with the entire backup saved into it, again an unlikely outcome using traditional tape restore and on-demand courier services. If you require a local copy in addition to an offsite copy, Venyu supports that capability as well. Finally, Venyu can equipe you will a bare metal recovery agent that facilitates rapid recovery, even to disparate hardware.

Venyu knows how important it is to your business to recover your data quickly. We understand the challenges of re-creating a production environment and getting people plugged in following an outage, when the pressure is on. Our myriad of services are tailored to meet your recovery objectives including:

- **Online Data Backup & Recovery** – Representing the first 2 critical steps of a DR plan, online data backup automatically backs up changed data and secures it to geographically diverse commercial datacenters in the same step. Should a disaster occur, your data is quickly exported to a portable disk device (Mobile Vault) to be expedited to your recovery site next day or sooner.
- **Local Vault** – For unexpected outages, you have the option of conducting local disk to disk backups in conjunction with offsite backup.
- **Bare Metal Restore (BMR)** – Advanced server recovery (bare metal) technology enables rapid recovery – even to dissimilar hardware.
- **Virtualized Recovery** – Let Venyu host standby images of your critical servers. In the event of an outage, remote backup data is recovered to virtual machines and end users are re-directed within a matter of hours for most servers. This is disruptive technology that's making real disaster recovery plans affordable for small to mid-size businesses.

## REASON #4: CENTRALIZED MANAGEMENT, REMOTE ACCESS AND CONTROL

*The first reaction of employees who lose their data is to try to recover the lost data themselves by using recovery software or either restarting or unplugging their computer — steps that can make later data recovery impossible. (Source: global survey by Minneapolis-based Ontrack Data Recovery)*

Imagine, through a single workstation, of being able to manage any number of internal or remote servers and workstations via a central management interface.

With Venyu that possibility becomes reality.

For example, if you have multiple locations where backups are occurring at different parts of the day or employing a variety of disparate techniques (e.g. tapes, Disk2Disk), a single, central management console enables you to exert full local visibilityand control over your entire enterprise both at your headquarters and in your remote offices.

Oftentimes, data stored in remote offices is not included in the backups performed by the corporate headquarters. Especially with organizations employing tape backup, the valuable data housed at remote offices goes unprotected. In fact, a 2007 Enterprise Strategy Group (ESG) survey indicates that less than 40% of remote office employees back up their data.

Yet, the importance of this data is causing many organizations to re-think their remote office backup policies – and make the quick and easy switch to remote online backup. Since remote offices typically do not have the IT staff and infrastructure to support self-managed backup solutions, online backup through a managed service provider is the ideal solution.

Venyu's online backup and recovery solution proficiently organizes and executes policy-based governance to satisfy your organization's full compliance with your industry's respective standards and regulations. Backed by a SAS 70 Type II certification, Venyu delivers a level of expertise and accreditation that could save your company from unplanned financial penalties, even in the face of an audit or e-discovery process.

Centralized management also makes it easy to manage backup schedules, retention policies, and restores across a LAN or WAN environment from a single desktop or web browser.

Venyu provides a way to protect your data from loss while keeping your mobile workers and remote offices workforce up and running including:

- **Central Management.** A central console and singular interface provides comprehensive visibility and control of your data sets, regardless of location.
- **Corporate Governance.** Enforce state, federal or industry related requirements associated with data retention and protection, in all remote sites.

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- **Remote Recovery.** Online backup in your remote offices not only frees up IT resources from having to perform daily backups, but also enables your mobile workers and remote employees to be able to access their data in case of emergencies or natural disasters.

## REASON #5: WIDE OS SUPPORT

An emphasis on deploying a best-in-breed class of infrastructure practically guarantees that your company's IT profile consists of a heterogeneous (and increasingly disparate OS) environment.

Whatever your infrastructure looks like or the internetworking vendors you trust, Venyu delivers high performance data protection for simple networks or complex network environments, including wide file system and application support for:

- Windows
- Unix
- Linux
- Mac
- VMWare
- System I (IBM)
- Novell Netware
- Sun
- HP UX
- AIX

Our thorough knowledge of disparate operating platforms, communication services and integrated applications enables Venyu to better understand how these infrastructure dynamics affect recovery services. As a result our visibility is not limited to only those systems with which we are familiar, but rather every element of your infrastructure that supports or is dedicated to data transfer. And that's true of environments that include both physical as well as virtual machines.

Enabling administrators to divide physical servers or storage devices into logical virtual machines that support different operating systems and applications, virtualization technology allows businesses to consolidate server and storage resources, run multiple workloads on a single machine more efficiently, and dynamically provision resources as application and business needs shift.

If your environment supports virtual machines, Venyu employs a VMware plug-in that protects all versions of vSphere and does not require additional VMware licenses or

additional hardware deployment. Once set up, the plug-in automatically backs up each selected virtual machine, collecting only new or changed data, compressing and encrypting the data, and transferring it to our world-class datacenters.

With the ability to process at the file level, small block-level changes are detected within the VMDK file and sent offsite to realize a full backup. Restores are fast and simple. Virtual machines can be restored to their original location or an alternate virtual machine. Using an arsenal of end-to-end performance optimization techniques – such as bandwidth throttling, client-side delta-processing, compression, and deduplication to accelerate backups, minimize the burden on source systems and maintain a small storage footprint, Venyu provides you full disaster protection of your ESX server and virtual machines within your virtual environment.

Venyu hosts standby virtual recovery environments alongside our data vaults. By using the VMware plug-in, Venyu can keep these virtual machines at the ready, waiting to boot up your backed up VMDK files upon an outage or disaster. End users can then access recovered applications remotely to continue business operations.

However you've arrayed your infrastructure and regardless of which vendors you've entrusted it to Venyu provides:

- **Wide File System & Application Support.** High performance data protection for simple networks or complex enterprise environments, with support for Windows, Unix, Linux, Mac, VMware, System i, Novell Netware, and Sun / HP UX / AIX.
- **Assured Data Backup, Restore and Recovery for physical as well as virtual machines.** If your environment is optimized to support virtual machines, our VMware Plug-in provides you full disaster protection of your ESX server and virtual machines within your virtual environment.

## REASON #6: COMMERCIAL-GRADE INFRASTRUCTURE

As a business, dealing with technical glitches is one thing. The impact that adverse weather conditions have on your region in totality and on your business in particular is something altogether different. How long could you afford to

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be offline if your business can't function due to floods, tornados, earthquakes or even Hurricanes? If your systems AND your backups are in a single location, the impact of even a short-term interruption to your business could be devastating.

As a Venyu customer that has automated its data to an offsite, secure storage facility, you never have to worry about technical gaffes or weather related conditions compromising your ability to keep your business open. Under these latter conditions Venyu is battle-tested.

When Hurricanes Katrina and Rita made landfall in the summer of 2005, we were prepared – and so were our clients. Our business continuity center was fully operational and helped save numerous businesses and organizations.

Each of Venyu's commercial datacenters are secure, state-of-the-art facilities, equipped with redundant power and telecommunication supplies, climate controls, and fire suppression systems. Our headquarters in Baton Rouge is our main hosting site that also contains a physical Business Recovery Center featuring 93 workspaces that include high-speed Internet, network connectivity, VoIP phones, onsite technical support and onsite security. Our additional site in the Boston area offers backup and rapid recovery. In all locations Venyu provides environmental controls, including fire suppression, redundant power and telecommunication options.

Adhering to stringent security, access, process, and redundancy safeguards, Venyu employs aggressive controls that are backed by a SAS 70 (Type II) certification that requires an independent auditing firm to examine the implemented security and operational controls in a service organization.

Our centers are staffed by IT experts in online backup, restore and data recovery. Venyu strengthens your existing IT resources by expanding organizational expertise with individuals skilled in recovery methodologies and best practices.

Moreover, if your business operates in a highly-regulated industry, including healthcare or finance, (e.g. HIPAA or SEC related) corporate governance and regulatory compliance add another level of complexity to your business and an added burden to both your infrastructure and IT resources. Keeping up with changes in and maintaining policy-based monitoring and management around these legal regulations

is typically beyond the means or ability of most small and medium businesses.

That's where Venyu steps in and, through its encrypted, online and fully accredited solution keeps your business data protected, available, and compliant. Venyu's AmeriVault® data protection service ensures stringent safeguards and controls are in place to protect your data.

When you choose Venyu, the following regulated criteria are satisfied:

- Your data is always encrypted – throughout transmission, storage, and recovery processes. It is not subject to theft or tampering.
- Venyu uses advanced disk-to-disk technology, redundant storage, and integrity checks to ensure the safeguarding of your data.
- Fast incidental online restores and larger volume recoveries via Mobile Vault are protected with access controls so only authorized administrators handle live data.

With Venyu, your data is not only logically, but also physically protected at all times and provides:

- **A Secure, Commercial Datacenter.** Venyu's commercial grade datacenters leverage the strength and stability of leading edge networking storage vendors to ensure your data is properly stored and rapidly restored and recovered to your requirements.
- **Redundant Storage, Bandwidth.** Backup data is replicated to a remote datacenter 1,500 miles away to avoid regional disasters.
- **Geographically dispersed locations.** Our remote data centers are geographically dispersed to ensure reliable customer access and optimum availability
- **Compliant Processing.** Features include built-in access controls, audit logs and an infrastructure that is backed by a SAS 70 (Type II) audit to satisfy regulatory compliance.

## REASON #7: EXPERT TECHNICAL SUPPORT

All "as-a-service" or "cloud" vendors are not created equal. Some specialize exclusively in online backup but have no competencies around multiple operating systems or fast

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recovery of massive volumes. Fortunately, Venyu's technical staff supports production IT environments, so its expertise is broader and deeper than backup-only providers.

In fact, Venyu's technical expertise goes even deeper, extending to networking, security, virtualization, Active Directory, Exchange, SharePoint and more. We also have exceptional experience in disaster recovery acquired from hundreds of recovery tests and events.

How do these skills benefit our customers?

- Venyu's depth and breadth of expertise across multiple disciplines increases the speed and reliability of recovery.
- We are an extension of your existing IT staff. In a time of disaster, Venyu can provide turn-key recovery services if IT staff is unavailable.
- Venyu's depth of technical expertise enables us to isolate and resolve problems quickly.
- Expertise in networking security, virtualization, Active Directory and Exchange enable us to play a hands-on role in recovering the business in a time of disaster.
- By helping you with your data recovery, Venyu frees up your IT staff to charge forward on supporting strategically positioned initiatives in your business.

In addition to maintaining the robust physical infrastructure required to restore your data and the business it supports, Venyu also provides:

- **Expert Technical Support.** Highly-trained support technicians are available to answer any question, optimize services, or assist with a recovery.
- **Refocus internal resources from support to value-added services.** Our IT professionals do not need to master new technology, manage software licenses or maintain equipment.

## SUMMARY

In an increasingly competitive marketplace accessibility to and recoverability of valuable business data in the face of system downtime or natural disasters can often mark the difference between success and failure. Through transparent processing of your backup data to a reputable "as-a-service" or "cloud" provider such as Venyu, online backup and recovery ensures both your data and your business continue to perform to optimum standards and peak efficiency. In this document we hope we've been able to demonstrate the importance of moving your backup data online, for unconditional safekeeping and infinite peace-of-mind.

Ultimately, how you perceive the value of these services depends greatly on your individual circumstances. However, if data is the lifeblood of your business, Venyu's online backup and recovery solutions ensures it continues to flow freely throughout your company and to your remote sites, sustaining your operations, supporting policy-based governance and preserving the long-term data and information integrity of your business.

## ABOUT VENYU

Venyu is a premier provider of data protection, recovery, and availability services tailored to support the recovery objectives and service levels companies require to stay competitive. Venyu's progressive portfolio includes online data backup, physical and virtualized recovery solutions, managed hosting, SaaS, and co-location services. Venyu, headquartered in Baton Rouge, LA, with offices in Waltham, MA, is backed by geographically-diverse commercial datacenters, highly-qualified technicians, and iron-clad security controls. **For more information about Venyu, please visit www.venyu.com or call 866-978-3698.**