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IDT

putting paper in its *place*

MagnumPOWER BDR™ Bullet-Proof Backup & Disaster Recovery

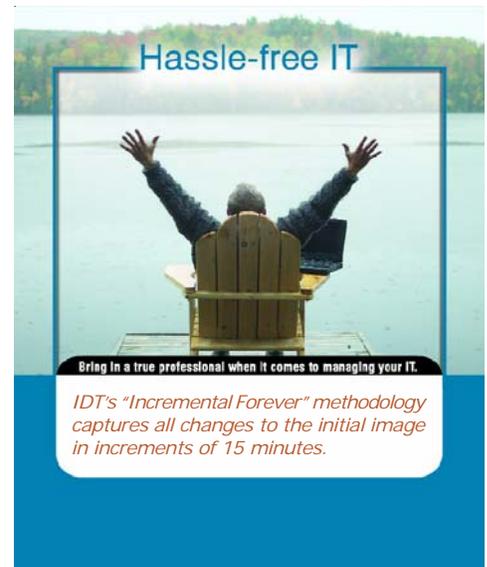
The Problem

A recent study discovered that, of companies experiencing a “major loss” of computer records, 43 percent never reopened, 51 percent closed within two years of the loss, and a mere 6 percent survived over the long-term¹ For small and medium-sized businesses (SMB’s) in particular, these statistics suggest the necessity of crafting a Business Continuity Planning (BCP) strategy grounded in a robust data backup and recovery solution.

Unlike enterprises, many smaller companies cannot afford optimal in-house strategies and solutions in service of BCP. These companies are consequently at an elevated risk of being put out of business due to any major loss of data. Loss of data could mean emails lost, accounting data lost, patient or client files lost, company records lost, client legal records or orders lost and so on. This white paper evaluates the scope of BCP for smaller companies, by examining their challenges, range of existing solutions and their drawbacks. We’ll also discuss how our solution overcomes commonly faced challenges to offer the most comprehensive solution out in the marketplace.

Business Continuity for Small & Medium Size Businesses

BCP is the blueprint for how businesses plan to survive everything from local equipment failure to global disaster. Data-oriented BCP, an indispensable component of business planning regardless of organization size, poses the following challenges. Smaller businesses generally lack the in-house IT resources to achieve these demanding planning, technical and process requirements. Therefore, many SMBs either neglect to implement any data-oriented business continuity plan or else approach data backup and recovery in a sporadic, rudimentary fashion that fails to conform to the best practices of BCP.

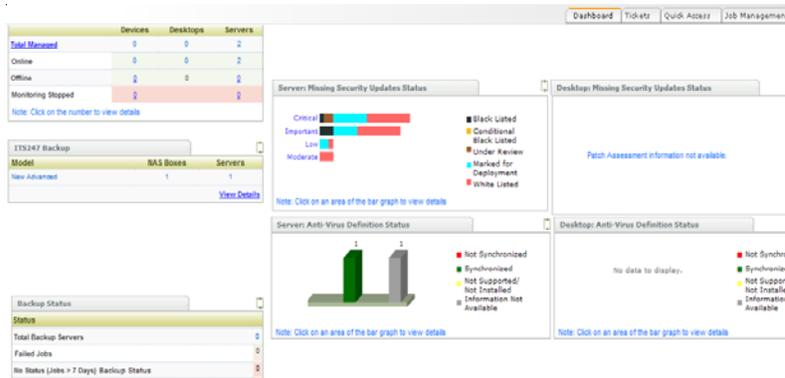


The Solution

Near Real-Time Backups: The Incremental Forever technology not only backs up recent datasets but also allows end users to reconstruct the state of their data as it stood at the end of various 15-minute restoration points. This level of forensic and auditable data recovery may satisfy various regulatory requirements (such as HIPAA and GLBA) for data retention and data record reconstruction, and also serves stakeholders such as supply chain planners, warehouse analysts, auditors, and legal counsel.

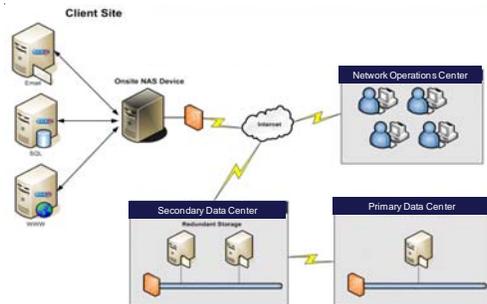
On-site Virtual Server: If any of your servers fail, our server virtualization technology embedded in the Network Attached Storage (NAS) allows servers and applications to be restored and rebooted in less than 30 minutes in most cases. As you may sometimes endure a wait of several days in order to receive replacement servers from vendors, your NAS can have your business up and running. The NAS multitasks so that, even while functioning as a virtual server, it can continue to back up data from other devices plugged into the NAS. Thus, allowing you to remain in business without any significant loss of data backup, server functionality, or application downtime.

24x7 Completely Managed Solution: A Network Operations Center (NOC) monitors your NAS units and the attached servers 24/7. Failed processes generate immediate alerts to our engineers, who often remotely correct errors within minutes of receiving notification. In case of more serious NAS issues, we will conduct repairs at your site. If any NAS units are irreparably damaged or destroyed, at an additional cost we will overnight ship replacements—pre-loaded with all stored data—directly to your location.



A Complete Image: We generate an image of all hard drive partitions via an agent, which is warehoused on the NAS device physically located at your location. The data is stored using AES-256 bit encryption and compressed. We employ a block-level, not file-level, backup, which means that data is captured at the level of 1's and 0's. Block level data is raw data which does not have a file structure imposed on it. Database applications such as Microsoft SQL Server and Microsoft Exchange Server transfer data in blocks. Block transfer is the most efficient way to write to disk and is much less prone to errors vs. file-level backups. Additionally, block level backups are not affected by open files or open databases. The block-level image is an exact digital duplicate of the on-site server.

Intuitive and Flexible Restoration: A good backup system should allow for quick and flexible restores. Our solution allows for recovery of files, folders, partitions, mailboxes/messages, databases/tables using a quick and intuitive process. In case of a complete server failure we do support a bare metal restore to new hardware which has a different configuration, hardware and drivers as compared to the failed server. Our 15-minute incremental based backup allows restores to be done from any point in time, allowing for multiple versions of files, folders, messages/mailboxes, database/tables to be restored.



Secure Remote Storage: After imaging the servers, the NAS device creates an independent 256-bit encrypted tunnel and transmits the imaged data to a secure offsite location where it resides in an encrypted, compressed format. The remote site replicates it again to an alternate data center, thus totaling three copies of data in three geographic regions. Since the data is encrypted and only you have the key, no one has access to the data except you. Transmitting data to a remote site is a key component of BCP. In the case of physical damage to the client's network or NAS, or even regional disaster, the data is safe in uncompromised locations.

Secure, Bandwidth Throttling Transfer: Transmission itself occurs over your Internet connection, and can easily be configured to minimize bandwidth consumption. We leverage Adaptive Bandwidth Throttling, which only utilizes unused bandwidth or allows us to set an outbound limit. Our UDP based smart transfer technology utilizes a host of innovative algorithms to speed up data transport and resume from failure. We can therefore exercise fine control over the data imaging and transmission processes.

Affordable Cost: We offer a pricing packaged that is all inclusive of the complete backup and disaster recovery service—with no hidden costs. All your costs are bundled and include the NAS, the Incremental Forever Methodology, file restorations, file integrity checks, secure data transmission and remote storage.

To learn more about the complete line of MagnumPOWER™ suite of products from IDT, visit www.idt-inc.com or call (877) SCAN-IDT today!



INTEGRATED DOCUMENT TECHNOLOGIES, INC.
ITASCA • ILLINOIS • U.S.A.
P/ 630.875.1100 • F/ 630.875.1101
E-MAIL/ SALES@IDT-INC.COM