

Why 2021 is the Year to Invest in Managed Disaster Recovery

If we've learned anything from 2020, it's that nothing can be predicted. The threats to your customer's backup and recovery infrastructure have evolved swiftly, and maintaining it requires even more of a heavy lift. In addition to the necessary investments of time, money, and personnel, the traditional approach to backup and DR regularly puts organizations' data at risk from a broad spectrum of threats: natural disasters, accidental deletions, ransomware and theft. Outsourcing data protection to a Managed Service Provider specializing in Backup and Disaster Recovery can save internal IT staff countless hours in repetitively confirming that backups are safe.

The Top 10 Reasons Your Customers Should Invest in Disaster Recovery Services:



1 More cost-effective than ever before



2 Simplify DR testing



3 Access instant recovery through orchestration



4 Minimize impact of any disaster



5 Ensure continuous employee productivity



6 Reduce downtime of operations



7 Reduce potential financial losses



8 Reduce liability obligations



9 Minimize the risk of negative exposure



10 Facilitate crisis management

What does a complete cyber protection service look like? UbiStor manages data protection, cybersecurity and disaster recovery all from a single user interface:

DATA PROTECTION

Focuses on preventing the loss of valuable data located on servers, workstations, and mobile devices.

CYBERSECURITY

Focuses on detection and deflection of malware attacks, vulnerability assessments and configuration assessments.

DISASTER RECOVERY

Focuses on high availability of critical applications and rapid recovery to avoid costly downtime.

Your Customer vs. A Managed Service Provider

What are your customers willing to take on, and more importantly, what are they willing to risk? Most internal IT teams have enough on their plate that disaster and backup recovery management is one of many responsibilities, and many don't have the bandwidth to provide 24/7 support in the event of an emergency.

When your customer manages their own disaster recovery solution, they will need:

- ❗ **Staff for:**
 - Assessments
 - Design
 - Testing
 - Operational Management
 - Implementation
 - Disaster Recovery Response
- ❗ **Training**
- ❗ **Documentation**
- ❗ **Reporting**

If they chose Ubistor and our Managed Disaster Recovery Services, they can expect:

- ✓ To leverage our expertise
- ✓ Rapid and stress-free DR services enablement
- ✓ Ongoing and efficient delivery model
- ✓ Monitoring and management with ease
- ✓ Cost effective Operational Expense for these services
- ✓ Opportunity to expand revenue streams and upsell from tradition Cloud Backup model



Outsourcing your customers' data protection to a Managed Service Provider specializing in Backup and Disaster Recovery can save internal IT staff countless hours in repetitively confirming backups are safe. UbiStor's 24/7/365 support team invests all their time into ensuring that your customers' solutions are implemented properly and that their backups are safe.

SafeStor DR[®], powered by Acronis and managed by UbiStor, provides comprehensive data protection across entire environments. Built on the Acronis Backup Cloud, it is a complete solution that delivers:

EASIER MANAGEMENT AND SCALABILITY

Offloads cloud maintenance and management to UbiStor so your customer doesn't have to worry about managing storage at an off-site location.

ENHANCED DATA SAFETY

Safeguards data by keeping a copy off-site. By backing up corporate data remotely, you avoid simultaneously destroying both original data and backups should a physical disaster (like theft, fire or flood) or digital danger (like a network-wide malware infection) occur.

PROTECTION FOR ANY WORKLOAD

Streamline data protection efforts using just one solution. We support Windows and Linux servers and VMs, six major hypervisors, PCs, Macs, iOS, Android, Microsoft on-premises and Microsoft 365 apps, and websites.

UNMATCHED STORAGE OPTIONS

Comply with business requirements and industry regulations by choosing the right storage for your customers' needs. Backups can be stored on premises, in the secure Acronis Cloud Storage, or public clouds.

SEAMLESS DEPLOYMENT

Forget about implementation hassles. SafeStor is a turnkey, all-in-one Disaster Recover-as-a-Service (DRaaS) solution, with almost no requirements or special prerequisites for customers. Only a lightweight backup agent is needed for installation.

PROACTIVE RANSOMWARE PROTECTION

Defends files and backups from ransomware. Traditional backup software is vulnerable to attacks that can delete backup files. Our solution shields them with the backup industry's only artificial intelligence-based anti-ransomware technology.

Use Existing Clients to Increase Revenue

You are typically **60-70% successful** selling to an existing client versus **5-20%** selling to a new prospect. If you're not cross-selling and upselling disaster recovery features, you're leaving money on the table.

For customers using Acronis, transitioning to a managed service solution like SafeStor DR is the logical next step if they are looking to improve the overall effectiveness of Acronis and minimize cost and downtime. The benefits of taking your customer to the next level is valuable for both you and your customer:

- ✓ Increase client retention by creating more value from backed up data
- ✓ Improve the average revenue per user
- ✓ Using Acronis Cyber Disaster Recovery Cloud and Cyber Protect can drive an estimated 80% increase in revenue over just backup
- ✓ DRaaS is cost-efficient
- ✓ No need to add, learn, or manage another platform
- ✓ Better competitive positioning
- ✓ Deepen client relationships

Integrate Complete Disaster Recovery Services

Leverage your Acronis expertise and experience to provide holistic disaster recovery services as part of your monthly fees to maximize their Acronis investment:



ONGOING ASSISTANCE

From start to finish, UbiStor is there to assist in the assessment of current environments, disaster recovery design, planning, and ongoing testing and reporting. The results? Peace of mind that your customers' have a comprehensive backup and recovery plan in place, increased revenue from our complete service, and overall higher customer satisfaction and retention.



DISCOVER THE UBISTOR DIFFERENCE

SafeStor DR[®] Services

As IT teams are pulled in multiple directions, their ability to focus on projects critical to business growth has become the priority. One segment of the business that seems to fall to the bottom of this priority list is the regular testing and documentation of the company's disaster recovery processes and the remediation of backup job failures and issues. That is where UbiStor can help. Our Advanced Disaster Recovery service, SafeStor DR[®], is designed to leverage the Acronis Cyber Protect Cloud in conjunction with our decades of experience to give you the peace of mind that your customer's business is ready whenever disaster may strike.

ASSESSMENT AND DESIGN

UbiStor will conduct a remote workshop session with key stakeholders throughout the organization to review the critical business systems and their recovery requirements. This includes the collection current-state data protection, existing server infrastructure, application configuration, backup success rates, and specific Recovery Time and Recovery Point Objectives (RTO/RPO). Once completed, UbiStor will provide a complete Assessment & Design Report that details the following information along with any required remediation and corrective actions.

DISASTER RECOVERY PLANNING

Following the Assessment and Design process, UbiStor and the customer will build a detailed disaster recovery plan for the environment. This will outline the response teams for the customer and the processes and procedures to recover the systems in the environment. Systems tiers will be defined, and prioritization and interdependencies will be considered to ensure the seamless recovery into the Acronis Cyber Protect Cloud.

RUNBOOK CREATION AND UPDATES

With the plan in place, UbiStor will build a detailed runbook to document all aspects of the disaster recovery plan. This will be an active document and updated after all annual disaster recovery tests and quarterly data management and system protection reviews.

DISASTER RECOVERY TESTING

On an annual basis, UbiStor will work with the customer to coordinate a comprehensive test of their systems protected by Acronis Disaster Recovery to ensure they can be successfully restored in the Acronis Cyber Cloud environment. Each server will be turned on in the test network to ensure it does not interfere with the production systems. Once enabled, the customer can

access each server to ensure that it is functioning properly, and the applications can run successfully. This will also include testing the VPN client for the remote users, allowing them to test these systems as well.

Following the test, the UbiStor Team and customer will also perform a "Lessons Learned" exercise to review the results and make any adjustments to the protection strategy discovered during this process. The disaster recovery runbook will be updated to reflect these changes and keep the documented plan and runbook current.

REVIEW DAILY STATUS REPORTS

Each day our support team will review the Daily Status Reports from the portal and remediate any Acronis related errors and alerts. For issues that require administrative privilege to the host system, we will escalate to the customer with initial troubleshooting tips and coordinate additional corrective action to remediate these issues as quickly as possible. This ensures your customers' systems are being protected daily and ready to be recovered in a moment's notice.

QUARTERLY DATA MANAGEMENT AND SYSTEM PROTECTION REVIEWS

Each quarter, our Technical Account Manager will review the changes in the customer environment and verify that all critical systems are protected and ready for local and cloud-based recovery. Current storage usage, retention requirements, and overall configuration will be discussed and re-aligned as needed. This will also include a review of any open tickets, survey results, and new features available in the Cyber Protect Cloud platform.

NEXT STEPS

Ready to get the conversation started? Let us help kickstart your customer's journey to a fully transitioned managed disaster recovery program. UbiStor's hands on support and technical expertise will be with you every step of the way.



GET IN TOUCH WITH ONE OF OUR SPECIALISTS TO GET STARTED.

www.ubistor.com/contact-us/