



# LESS IS MORE

5 Cornerstones to Devising Your Backup & Continuity Defense

# Contents

<b>Introduction</b>	<b>/1</b>
Transforming backup and recovery to meet the explosive changes in today's digital world	
<b>5 Cornerstones to Devising Your Backup &amp; Continuity Defense</b>	<b>/2</b>
An approach built on the reality that IT pros have to manage exponential growth of their digital assets pushing them to do more with less	
<b>Your Next Step</b>	<b>/14</b>
<u>Get in touch</u> and discover how <u>Unitrends</u> can help your business implement a backup & continuity solution	

# Introduction

**FACT: Data is growing 33 times faster than IT administration**



Your digital assets are undergoing immense changes. The compilation of mobile devices, file retention needs, application enhancements, digital capacity growth, plus more big data means that the burden on you is constantly increasing. Businesses are producing exponentially more data and using more technology than ever before and it all needs to be backed up and stored. While IT manages the explosive growth on the digital front, there's pressure on departments to stabilize or even cut spending. IDG noted that data growth has exceeded staffing growth by 33 fold. Organizations expect IT to do more with less.

In today's digital world, IT professionals and visionaries know that they are safeguarding more than just data, servers and applications. They are the guardians of their organization's ideas and knowledge. They are responsible for keeping their businesses up and running – no matter what.

Now, more than ever enterprises need a backup and recovery solution that uses a single vendor, requires less management, ensures more uptime, allows for more flexibility, provides more confidence and gives you more free time.

**FACT: 60% of Enterprises Report that They Have Been Attacked by Ransomware<sup>1</sup>**

The proliferation of ransomware has quickly become the most widespread and damaging cause of downtime, sucking up the time of IT pros and potentially causing painful data losses.

For enterprises who are not prepared when ransomware attacks, there is little recourse to reclaim your data. However, for organizations that take the necessary steps, the disruptions can be minimized and data loss can be avoided.

**FACT: \$700 Billion is Lost Annually Due to IT Downtime<sup>2</sup>**

Ninety one percent (91%) of IT organizations have experienced downtime in the last two years.<sup>3</sup> The average business experiences more than three working days of unexpected downtime annually. Seventy-one percent (71%) of organizations are not fully confident in their ability to recover after a disruption.<sup>4</sup>

**FACT: The Average Cost of a Single Data Center Outage is \$730,000<sup>5</sup>**

The Delta Airlines data center outage in 2016 cost the company \$150,000,000. Even small companies lost an average of over \$8,000 per hour.



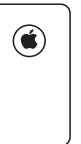
**60%** of enterprises have been hit by ransomware;

**63%** were down more than a day<sup>6</sup>

**\$700B** lost annually due to downtime<sup>2</sup>

**TREND: All-in-One is the Wave of the Future**

You don't expect your toaster oven to do your laundry, but there's a new dynamic on the digital front: purpose-built all-in-one appliance and devices. Companies that offer an all-in-one solution are winning the technology battle. Apple sales exceeded \$50 billion last year by selling all-in-one integrated personal devices that provide the user with separate phones, cameras, music players, video recorders, etc.



Similarly, Nutanix is taking hyperconverged storage devices, servers, storage and virtualization and constructed an all-in-one small platform data center device. The company's valuation recently hit \$4.4 billion.

1. National Cyber Security Alliance  
2. North American Enterprise Survey and Calculator  
3. Ponemon Institute's 2013 Study on Data Center Outages  
4. Vanson Bourne survey 2014  
5. Emerson Network Power-sponsored study by the Ponemon Institute (2016)  
6. CB Insights

## The 5 Cornerstones

# How To Do More with Less

---

## THE “MUST HAVES” FOR PROTECTING YOUR DIGITAL ASSETS

The 5 Cornerstones of Devising a  
Backup & Continuity Defense

---

IT professionals are struggling to meet the growing needs and challenges placed on them, due to reduced budgets and increasing IT complexity, from managing heterogeneous environments with physical, virtual and cloud assets, an explosion in data volumes, to a range of new software defined architectures. As a result an integral component of your mission – backup and disaster recovery – often fails to receive the time or strategic focus it deserves, even though enterprises are becoming more and more reliant on their digital assets.

The visionaries in IT are turning to more complete solutions. They're looking for platforms that consolidate the number of vendors they use. They want a solution that takes less time and management and ultimately, they want a solution that they can trust will work.

There's a new frontier in backup and recovery. The ideal solution includes:

- One throat to choke. Consolidating to a single vendor means there's no finger pointing when it comes to finding service for your system
- Less work - rack, connect, and go
- Best-in-class enterprise capabilities for local and cloud continuity with recovery assurance
- Iron-clad security; purpose-built, Linux-based system, hardened against malware
- Unified support, high customer satisfaction, and more confidence

---

“

I trust your product and your support...Your product is great and your support has my back when I [have run] into issues in the past. From this IT guy, having someone to help on the other end is the best

**Cesar Torres**  
University School of Milwaukee

”

---

Unitrends believes it's time to re-imagine enterprise backup and continuity and take advantage of the available new architectures and technology to transform backup and recovery solutions into a single-vendor solution that lets you do more with less.



# ONE THROAT TO CHOKE

Having an all-in-one solution means no finger pointing.

## The 5 Cornerstones

# One Throat to Choke



### CORNERSTONE 1

Having all the functionality you need in one place means no finger pointing.

As CIO's evaluate their backup and recovery solution options, more IT pros are considering the growing movement to a simplified, one-vendor, all-in-one solution. Organizations have shown a growing preference to selecting a vendor who can protect their physical, virtual and cloud assets.

IT visionaries are turning to single-source solutions that offer backup and continuity capabilities with unified data protection, integrated backup, replication, and instant recovery as well as adaptive deduplication, file compression and encryption; all working in unison to combat the challenges of protecting an organization's digital assets.

Unitrends offers a simple, fully-integrated backup and recovery suite of products. By deploying a Unitrends all-in-one enterprise backup and continuity solution in your data center you can oversee your entire environment through Unitrends intuitive UI using a single-pane of glass.

The Unitrends portfolio of all-in-one, cloud-empowered, backup and continuity solutions provide IT departments with the ultimate security protection and offers users unmatched flexibility as your needs evolve. Plus, you have our promise that you can recover virtual, physical, and cloud-based data, systems, and applications with 100 percent confidence.

The Unitrends solution is customizable to support your unique cloud configurations and data center needs. We provide protection for 250+ versions of operating systems, hypervisors, and applications. Unitrends is the only vendor with backup, instant recovery, and 100% recovery assurance



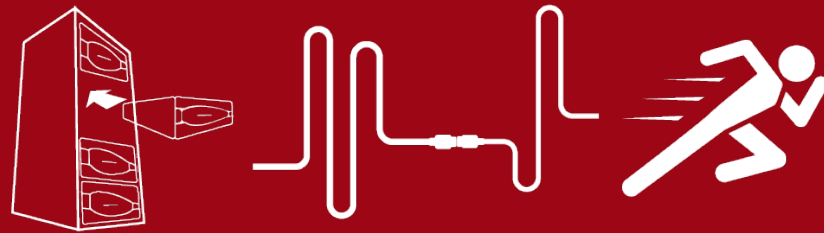
The clean and simple user interface for Unitrends monitors backups of all protected systems in one place. The "at a glance" diagnostic capabilities allow users to easily detect when any systems are encountering a problem. The interface includes exceptional features such as graphical reporting, flexible backup scheduling and even a backup wizard for novice users.

**Matthew Cook,**  
**Arrowhead Dental**



for physical, virtual, and cloud workloads. All the functionality you need is in one place.

There's validation for the evolution to a single-source provider. Enterprises are moving on from having multiple vendors, more finger pointing and more management to a simpler one-vendor, one-throat-to-choke solution, that requires less work but allows you, the IT pro, to accomplish more with less.

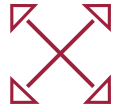


# **RACK • CONNECT • GO**

Get More Done, Do Less Work

## The 5 Cornerstones

# Rack, Connect, Go



### CORNERSTONE 2

Get More Done and  
Do Less Work

**FACT: Unitrends solution requires 50% less management time than competitors**

Unitrends knows that today the IT administrator's expertise is constantly in demand. That's why we developed a solution that is straightforward, flexible, scalable, and grows with you. Our "Rack, Connect, Go" all-in-one backup [Recovery Series](#) appliances come pre-loaded with powerful data protection and recovery software. Our incredibly intuitive user interface is proven to reduce setup and management time with software designed to deliver more automation and reporting, all from a single pane of glass.

Here are five ways that our Rack, Connect, Go solution empowers you to do more with less:

- 1. Save Time**—Your time is valuable, with [Unitrends](#) you can have more of it back. Our products are designed to avoid having to independently acquire and configure server, storage, operating system, security, and monitoring components. It's just rack, connect and go.
- 2. Reap the Benefits of Heterogeneous Support**—Because you can support your entire environment with one customizable UI, you no longer need to change tools to backup virtual systems, physical Windows and Linux systems, legacy systems, or cloud workloads in Amazon AWS and Microsoft Azure.
- 3. Take Advantage of Effortless Automation**—Technology that relies on automation, such as our [Recovery Assurance](#) solutions, can greatly ease the burden on IT by saving time on tasks ranging from daily backup to complex DR testing.



In each an every part of the product, the KISS principle applies. It starts with installation on server side. It continues with the client installation and finally, the commercial model is ... right.. KISS! One license per physical server - no strings attached.

**Martin Mersberger**  
Neos Ventures GmbH



- 4. Pre-emptively Uncover Hardware Breakdowns with Predictive Analytics**—Heads off hardware failure. Unitrends Proactive Monitoring system is designed as a gateway to predict hardware malfunctions before they happen. We will help you correct the problem before it impacts your backup.
- 5. See What's Happening Now Using Information Dashboards with Real-time Analytics**—The dashboards give real-time visualization that displays key performance and protection of the backups, backup copy, storage utilization, and recovery processes. You have the ability to see status across your entire infrastructure.

We know your time is valuable so our interface is designed with your backup and recovery goals in mind. Spend less time on backup and continuity, with Unitrends you effortlessly "[Rack, Connect, Go.](#)"





# **BEST-IN-CLASS ENTERPRISE CAPABILITIES:**

#1 All-in-One Solution for  
Local, Cloud, Physical/Virtual, Recovery Assurance

## The 5 Cornerstones

# Best in Class Enterprise Capabilities



### CORNERSTONE 3

#### #1 All-in-One Enterprise Backup and Continuity Solution

Gartner predicted that “by 2020, 70% of new integration technology deployed will have unified application and data integration capabilities within a single platform.” For Unitrends the future is now. Our all-in-one platform already provides you with this best-in-class comprehensive level of integration.

Unified data protection delivers integrated enterprise backup, replication, and instant recovery. The product suite is customized for your unique data center and cloud configurations. Unitrends is the only vendor with continuity solution that provides backup, instant recovery, and 100% recovery assurance for physical, virtual, and cloud workloads.

All the functionality you need is in one place. Test as often as you need and have reports proving recoverability delivered directly to your inbox.

In the 2016-2017 DCIG Buyer’s Guide, six Unitrends products earned a Recommended ranking. DCIG said, “Unitrends is able to protect a broad array of virtual, physical and cloud-based servers and data, including the ability to instantly recover VMs and physical workloads to the appliance. Unitrends supports multiple cloud storage providers including AWS, Azure, Google and Rackspace.”

DCIG Hybrid Cloud review captured Unitrends best-in-class functionality by highlighting the fact that we can scale to offer high levels of cache, processing power and storage capacity. The solution allows you to cluster multiple appliances together to create a highly available configuration. Features also include advanced capabilities such as auto-tiering and metering as well as support adaptive throttling based on consumed WAN bandwidth.

Unitrends offers connectivity to multiple public and private cloud providers, or IT pros can tap our proprietary cloud service.



You make a great product and back it up with great customer support. It’s such an improvement over using Backup Exec with LTO tapes!

**Eric Jack**  
**Comark Communications, LLC**



Additionally, Unitrends provides these enterprise capabilities:

- Full automation, application-level testing and failover
- Proactive discovery of recovery issues for physical & virtual appliances
- Business-level DR compliance report automation
- Functionality for local, DR site, and Unitrends Cloud

Unitrends portfolio of all-in-one cloud-empowered backup and continuity solutions using local physical and virtual appliances as well as public or private cloud, delivers a best-in-class enterprise solution that creates an environment where you can do more with less.



# IRON-CLAD SECURITY

Secure, Hardened Linux Solution,  
and Proactive Malware Detection

## The 5 Cornerstones

# Iron-Clad Security



### CORNERSTONE 4

Secure, Hardened Linux Solution,  
and Proactive Malware Detection

The transition away from malware susceptible Windows backup appliances to a purpose-built hardened Linux solution exponentially improves security. By running on a hardened Linux platform Unitrends [Recovery Series](#) backup appliances are resistant to malware and ransomware attacks giving you the iron-clad security you need to protect your organization's digital assets.

There are over 100 million known viruses for Windows. But there has not yet been a single widespread proliferation of malware on a Linux platform.<sup>9</sup>

As an IT professional, you know that it is inevitable that you will experience a system failure, outage, or complete site disaster. While you may already have a full or partial DR plan in place, are you certain you can recover your critical applications, OS, and data in a timely manner that meets your corporate business continuity requirements and your customer expectations? Is your data secure?

A key component of our portfolio's security capability is Unitrends [Recovery Assurance](#). It provides automated testing of recovery from backups, archives, and replication.

Recovery Assurance secures the recoverability of mission critical applications; recovery will occur in the time required to meet an organization's IT service demands, no matter the disaster or outage, whether planned or unplanned.

Recovery Assurance offers ransomware and malware detection to protect your digital assets and to prevent unplanned downtime. Unitrends Recovery Assurance detects ransom-



Maybe the most important result of this deployment is that I now have faith in our failover strategy with [Recovery Assurance]. If I had an outage at our primary site, I feel much more comfortable that a failover would be successful.”

**Steve Crocker**  
**Magna Bank**



ware and malware before it strikes, providing you with a more secure backup and recovery plan.

Recovery Assurance performs regular and automated testing. To protect mission-critical applications, it is essential to test the interdependency of all instances within crucial applications. This testing includes coordinating data sets, managing boot times, measuring the actual time to recovery and reporting proof of compliance to each specified RTO and RPO.

Unitrends provides you with iron-clad security to ensure you maximize the protection of your digital assets by automating more testing and letting you get more done in less time.

9. Analysis of the Impact of Open Source Software, Dr. Nic Peeling, Dr Julian Satchell's



# UNIFIED SUPPORT

With 98% Customer Satisfaction

## The 5 Cornerstones

# Unified Support



### CORNERSTONE 5

98% Customer Satisfaction Rating

#### CUSTOMER PORTAL, KNOWLEDGE BASE & COMMUNITY

Customers get access to Unitrends [Customer Portal](#) with an in-depth Knowledge Base, Technical Library, Unitrends Community (engage in open discussions with our [support team](#) and other customers), [Live Chat](#) expertise, Video Tutorials, Downloads, (agents, product trials, and updates) and the capability to add or monitor a Support Case

At Unitrends we are obsessed with [customer service and support](#). As makers of [backup and disaster recovery](#) computer hardware/software and a full-service cloud continuity provider, we recognize that you have to keep your business up and running - no matter what.

Our customer support and service team has achieved an industry-leading [98% customer satisfaction](#) for years.

When IT pros choose to combine multiple vendors, they get fragmented support which opens the floodgates to a concatenating effect whereby customers end up with a downward spiral of support satisfaction. Using one vendor means you can eliminate disjointed support worries and tap a higher level of service giving you more confidence in your decision.

Unitrends offers:

- **24/7/365 Support:** Since disaster can strike at any time, we've ensured our Customer Support team is always available by phone, chat, and email—24 hours a day, 7 days a week, 365 days a year.
- **Technical Expertise:** Our support engineers are educated and knowledgeable in supporting the wide and complex range of IT systems used by our customers and backed up by our products. With years of experience and a shared passion for business continuity, they understand the ever-changing challenges of data protection.
- **Customer Onboarding and Education:** All of our customers receive onboarding training and education. Our service department takes the time to understand each customer's unique needs, they help them set up their backup plans and they teach best practices to manage backup going forward.
- **Proactive Monitoring and Outreach:** Our updated backup hardware includes improved predictive analytics and



I would like to emphasize that Customer Support has been OUTSTANDING! Please don't ever lose this focus!

**Scott McGilvray**  
**Moeller Medical GmbH**

Customer service is top notch here. I doesn't matter if it's a small problem or a large one you receive the same level of excellent service. What can you do better... Nothing how can you improve an already superior product and service.

**Cody Christopher**  
**Hillsboro Title Co.**



proactive monitoring. This monitoring system acts as a gateway to observe and anticipate hardware malfunctions before they happen. Our [Customer Support Team](#) reaches out to customers to correct the problem before it impacts their backup.

Unitrends provides you with access to continuity experts whose goal is to delight you. Not only does Unitrends Support address your concerns whenever an issue arises, we also teach and empower you along the way.

Our team will be there to lend a guiding hand. We are here to help you do more with less.



# The 5 Cornerstones of Devising a Backup & Recover Defense

True leaders set the rules, not stick to them. We are transforming the traditional approach to backup and disaster recovery and developing a new approach to meet the challenges of the digital world today and tomorrow.

A new approach built on The 5 Cornerstones of Devising a Backup & Continuity Defense

- **CORNERSTONE 1:** One Throat to Choke—Having an All-in-One Solution Means No Finger Pointing.
- **CORNERSTONE 2:** Rack, Connect, Go—Get More Done, Do Less Work
- **CORNERSTONE 3:** Best-in-Class Enterprise Capabilities—#1 All-in-One Solution for Local, Cloud, Physical/Virtual, Recovery Assurance
- **CORNERSTONE 4:** Iron-Clad Security—Secure, Hardened Linux solution and Proactive Malware Protection
- **CORNERSTONE 5:** Unified Support—With 98% Customer Satisfaction

## Your next step

To discover how Unitrends can help you re-imagine backup and recovery for your digital world get in touch now:

**Explore Unitrends Products**

Discover our industry leading products and services on line at [unitrends.com](http://unitrends.com)

**Download a free 30-day trial**

Sign-up now and claim your free 30-day, no risk trial of Unitrends Backup Software, Unitrends Recovery Series or Unitrends Boomerang

**See the #1 All-in One Enterprise Business and Continuity Solution in action.**

**Register** for a live demo.



**UNITRENDS**  
unitrends.com