Key Elements to Consider
when Choosing an

Enterprise Backup and Recovery Solution.

Contents:

CIBECS

ENSURING DATA CONTINUITY

INTRODUCTION

"Your data is at risk and you didn't know"

Research shows that "60-80% of data resides on desktops and notebooks. Users are expected to protect their business critical data by copying it to a file server, back it up to an external device or follow whatever requirements are set in terms of the organization's backup policy.

USERS JUST DO NOT FOLLOW POLICY

They don't backup their data because:
• **They forget**
• **Don't know how to**
• **Think it will take too long**

Users do backup music, movies, photos and such, of course, but not organizational data.

Not only does this practice not help the business one iota when desktops and notebooks are lost, stolen, corrupted or destroyed (along with the data stored on it) but also just wastes the organization's existing storage infrastructure.

> **SCARY MOVIE**

Research conducted by the Ponemon Institute shows that the cost of data breaches rose in 2008 to $6, 6 million per incident. The study analyzed the data breaches experienced by 43 U.S. businesses in 17 industry sectors. The breaches covered loss of anywhere from 4,000 records to more than 113,000 records.

Just think of the types of data that is at risk and it is easy to understand why losing it is not an option.

1. **Intellectual Property** - Trade secrets, marketing plans, new product developments and the list carries on. Often this data is the company's core competency, and the key ingredient to future successes.

2. **Private and Sensitive data** - Payroll information, employee records, Credit Card details and the like are equally important to the trust clients and employees alike place in the business. Recent government compliance legislation makes backing up of Private and Sensitive data a critical and legally enforceable act of good corporate governance.

3. **Vendor Data** - Logistical information such as where (what) supplies are purchased

from, what product levels are and how it is moved to clients' falls into this category. Added to that the modern enterprise has to deal with thousands of users keeping business critical information on their desktops and notebooks, as well as sending vast amounts of information via email. - with recent studies suggesting that up to:

75% OF COMPANIES' INTELLECTUAL PROPERTY IS CONTAINED IN EMAIL STORAGE.

With email considered binding legal documentation and the recent growth in unstructured data, IT administrators are facing a momentous challenge to meet business requirements and demands for data recoverability . . . and all of this, ladies and gentlemen, while IT budgets remain mostly unmoved.

> **HELP IS AT HAND**

The business of protecting, transferring and recovering data should not be this - a complex mess that keeps your critical IT resource away from concentrating on their core duties. Before we discuss the solution, however, it is important to fully understand why we are where we are.

CIBECS

ENSURING DATA CONTINUITY

THE PROBLEM

What is needed is a simple way to backup and recover data from desktops and notebooks in enterprises.

> ## 7 Things we Know:

① We all save data on our desktops and notebooks

② Most users never backup business critical data

③ Backup policies do not work because it relies on the individual to adhere to policy

④ Users forget, don't know what to do and think it takes too much time anyway

⑤ There is no central control over what data is backed up, and how often

⑥ Storage infrastructures cannot handle a large number of users simultaneously backing up

⑦ IT then gets blamed when users lose their data

Added to that: Remote servers, desktops and notebooks all contain business critical information with remote logins from employees creating a greater geographic dispersion of data that further compounds the risk. More often than not, remote sites do not have dedicated IT staff and the backup process is flawed.

Identifying Challenges in User Data Protection.

Data loss not only severely damages a company's ability to trade, affecting its bottom line – but, should information about the data breach be leaked it can also impact on the reputation of the business.

Besides all the usual suspects like theft (and there's a ton of it with over 2,000 computers stolen in the US, per day), virus attacks, natural disasters and other common events, there is one that towers above all in this environment of fast paced data overload. Drum roll please for... **The User.**

It Has No Means of Monitoring and Managing User Backups

- No one knows if backups are being performed or not
- No one knows whether users store their data centrally
- No one is in control over the type of data that is stored

Operational Impact is Expensive

- Employee downtime can have severe cost implications
- Ditto IT support
- And the third strike hits the company's bottom line.

> **YOUR BUSINESS IS AT RISK.**
Confidential information may not be copied or stored in a central location without proper controls. Budgets, salary reviews etc. must be protected.

Corporate governance requirements are not met. Executives must protect the organisational data, as well as access to it. Legislation such as the ECT Act, King II Report, RIC Act, FICA, SOX and BASIL II makes corporate governance a must have.

✓ **What is needed** is central control over what data, from which users, need to be backed up.
✓ **What is needed** is encryption to keep that data secure.
✓ **What is needed**, is a backup and recovery solution that:
  > maximises existing data storage and infrastructure
  > proves legal compliance
  > keeps the keys to your data kingdom readily available – and for your eyes only.

CIBECS

ENSURING DATA CONTINUITY

THE NEED

> "Choose a data backup and recovery solution that offers 100% automated data backups."

Key elements of the required solution.

A centrally managed software application is required to backup the data on the desktops and notebooks in your business or enterprise. Key requirements of such a solution include the ability to:

- **Define centrally what must be backed up:** The type of information that is backed up is key. You decide. You are in control.

- **Manage backups centrally:** You need to be able to decide on your company's data backup policy and your settings should be deployable to all users from one central point.

- **Restrict users form misusing the existing storage infrastructure.** If left to the users' devices only photos, music, movies etc will be backed up.

- **Automate all user backups.** Choose a data backup and recovery solution that offers 100% automated data backups without having any affect on the performance of the user's desktops or notebook. The user should not have to lift a finger, because they won't.

- **User-friendly restore functionality.** When backing up and recovering data, IT should simply be able to select what version of which data is required, and that's the ballgame.

- **Report centrally on all backups and restores.**

- **Enterprise reporting.** In the United States, for example, laws like Sarbanes Oxley (SOX), HIPAA and Basel II demand companies prove compliance - with heavy fines and even prison sentences being

the order of the day should a company be found guilty of not backing up its critical business data.

- **Use Patch technology** The classic scenario is that users do not backup their data but, even if they did, the existing data and storage infrastructure could not handle the simultaneous backing up by a large number of users anyway. Cibecs only backs up specific changes made to a document (and only new email received), instead of the whole document / folder all over again.

  (This reduces bandwidth and storage requirements, contributing to overall cost savings).

- **Open file backup support.** Continue working on your files (such as documents and email) while backups are running. You are never required to stop what you are doing.

- **Backup email.** The often forgotten child in the backup and recovery world, email files on the user's PC or notebook is a critical component of the modern business world. Imagine a legal challenge that can be won or lost on email as evidence. Imagine not being able to find any correspondence to prove your point. Your data backup and recovery solution needs to take care of the vital email component as well.

- **Have Archiving Functionality.**

CIBECS

ENSURING DATA CONTINUITY

THE SOLUTION

Matching data protection levels to Business Needs.

There are two main areas to consider when matching your data protection to your business needs.

SO - WHO ARE YOU GOING TO TURN TO?

Cibecs is the most convenient way to backup and recover data on all desktops and notebooks in your business or enterprise.

Headquartered in Johannesburg, South Africa, Cibecs has strategic partners located around the globe. We are able to deliver an enterprise desktop and notebook data backup solution that is reliable and easy to implement and use, to companies of all sizes anywhere in the world.

> The user is not required to lift a finger
> Information is stored in-house
> You are in full control of your company data
> It really is as simple as it gets.

Thousands of business users across the globe trust Cibecs with their business critical data. Corporate clients include GijimaAst, Unisys, JD Group, Dimension Data, Fedics, University of Witwatersrand and the South African National Prosecuting Authority, to name but a few.

① IDENTIFYING CRITICAL DATA.
> Identify the different types of users
> Identify key applications used per type of user
> Identify data types (File extensions and locations of data)

Data from key applications to consider are:
Email
Financial
Design (Engineering)
Multimedia (Marketing)

② USE DATA PROTECTION TO ASSIST IN OPERATIONAL REQUIREMENTS & MAXIMIZING ROI.

Areas of impact:
✓ Backup and Recovery
✓ End user support
✓ Migration and Hardware Refresh

Areas of operational benefit and maximum Return on Investment.
• Reduce backup management time and const through central management and automation
• Reduce end-user support time and cost
• Massive reduction in hardware migration / refresh costs
• Decreased user down time
• Maximize storage investment through compression and proper selection
• Reduce bandwidth requirements and cost.

WHAT DOES IT MEAN TO YOU?

With an established network of partners and a highly skilled team, Cibecs customers and partners* are assured of comprehensive, effective and efficient support.

Offering fast recovery, world class security and extensive central control over your users' backups, Cibecs is the easiest and most convenient way to backup and recover data on all desktops and notebooks in your business.

• **We know how** important your information is to you.
• **We know how** frustrating and costly it is to lose it.
• **We know how** much you appreciate getting it all back, fast.

Along with highly competitive pricing, Cibecs is the logical choice.

* In December 2008 Hasso Plattner Ventures Africa, personal investment vehicle of Prof. Dr. Hasso Plattner, co-founder of SAP, acquired a stake in Cibecs (Pty) Ltd. This partnership has opened the door for even greater global expansion by linking Cibecs to Hasso Plattner Ventures' global network of business partners – as well as access to its close relations in the international Venture Capital industry.

CIBECS

ENSURING DATA CONTINUITY