

# BACKUP AS A SERVICE



**CONFIDENCE  
IN CONTINUITY**

From the launch of the UK's first  
managed online backup services over  
15 years ago, to our leading Disaster  
Recovery as a Service, we've been  
making enterprise-class continuity,  
security and resilience accessible for  
organisations of all sizes.



# The difference is the service.

**The truth is, predictable recovery takes work.**

Backup is a full-time job that is too time consuming for the experts, and too technical for the layman. No-one ever gets promoted when it works, but it only takes one failed restore for heads to roll.

Every day, our engineers monitor your backups and proactively resolve any issues to make sure that when you need them, the backups are ready.

They've been recovering data every day for over a decade, so you're in good hands.

**24 hours a day, 7 days a week, 365 days a year.**



# Good backup is just as much about methodology as technology.

This is what elevates Databarracks' BaaS beyond mere 'storage in the cloud' or a 'backup appliance' – over a decade of hard won best practice shaped into a complete data management service.

From single site businesses, through to multi-national organisations with global satellite locations, Databarracks works with you to ensure your critical data is always protected.

**Backing up data isn't hard.** The technology is robust and the software is mature. Anyone can do it.

**Actually recovering from catastrophic data loss is an entirely different matter.**

The ability to recover any data, at any time, at a minimal cost and with no disruption to the business, requires planning, expertise and continual monitoring. It is service, not technology, that ensures reliable, cost-effective backup.

Fundamentally, BaaS is made up of management and technical processes, undertaken on your behalf by our technical team. Here are those processes.

## Step 1: Backup set design

The way you back up your data matters. Scheduling, retention, exclusion and deletion all have an impact on your IT environment and your ability to recover from disaster cost effectively and non-disruptively.

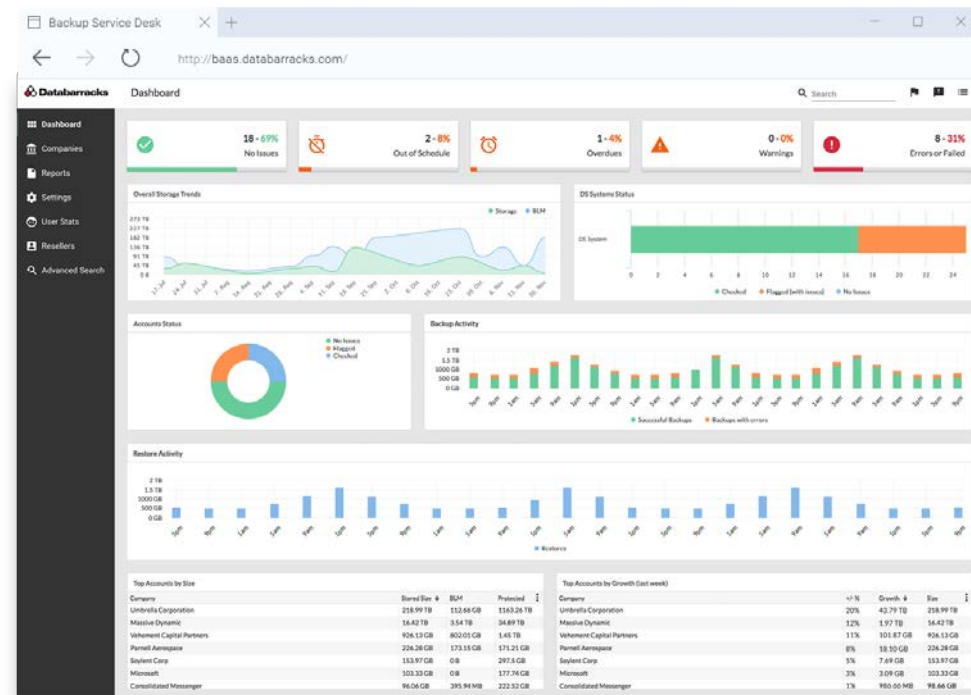
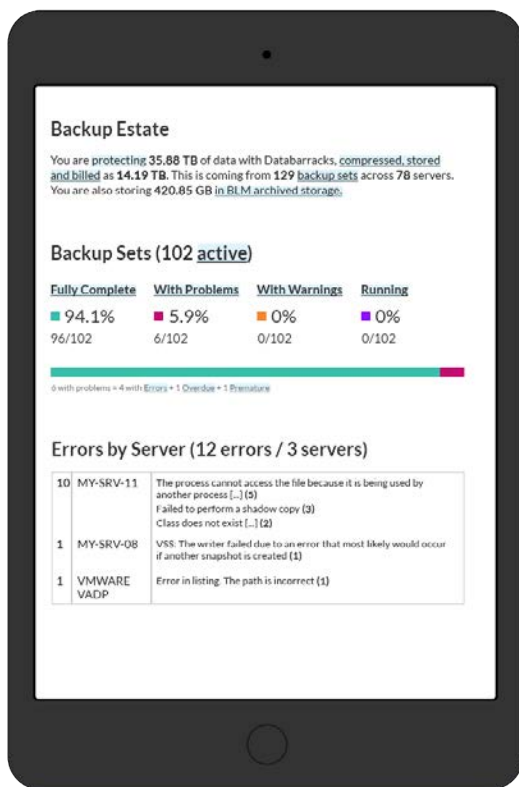
Our technicians design a plan tailored to your unique needs.

Objective	Method	Examples
<b>Minimising data loss</b>	Devising a backup frequency and schedule for the fastest possible Recovery Point Objective (RPO) without affecting network performance	<ul style="list-style-type: none"><li>• Daily backups for static data</li><li>• Continuous Data Protection (CDP) for frequently changing file data</li><li>• Hot backups for databases every 15 minutes</li></ul>
<b>Governance, Risk &amp; Compliance</b>	Unique retention policies for different data classifications	<ul style="list-style-type: none"><li>• Year-end financial records held for 7 years</li><li>• Individual backup sets for personal data, held for 12 months</li><li>• Multiple, recent recovery generations for frequently changing data sets</li></ul>
<b>Storage &amp; cost management</b>	Deletion policies to prevent storage build-up & backup set design to take advantage of de-duplication	<ul style="list-style-type: none"><li>• Native backup of databases to maximise backup storage efficiency</li><li>• Deletion policies to remove archived data of completed projects.</li></ul>



# Step 2: Monitoring, reporting & alerting

We monitor your backups every day and report on the completion, status and health of your backup sets. We detail any errors per individual backup set and proactively resolve any individual issues.



Our technicians use our proprietary backup service desk software to analyse your backup volumes and deliver actionable intelligence from the results.

Ranking, for instance, the top ten servers and backup sets by size (according to stored, protected or total number of files) is as easy as asking.

This granularity enables us to manage your costs and always ensure the correct data is being protected.

## Step 3:

# Management

### Monthly technical review

Each month we review:

- Overall Service Level achievement
- Total number of backup incidents and problems
- Total number of service change requests

### Change control & authentication

We continually review to ensure BaaS is growing and changing with your organisation, and not in spite of it.

All Incidents, Service Requests and Changes are confirmed with pre-approved authenticators before execution, and logged with our service desk.

Databarracks adheres to its own ITIL-aligned Change Management process, but we also observe and align with your Change Control policies at the points of interface for a seamless service.

Common examples include:

- Factoring in any extra lead time required for changes we make to pass through internal change control.
- Fulfilling any visitation prerequisites for sensitive locations. This might include a copy of our Risk Assessment Method Statements, or providing personal information for site security registration.

## Step 4:

# Recovery support

We're available 24/7/365 and there are no queues, call centres or departments to navigate.

But Databarracks' support is more than availability – customer satisfaction is how we measure success. That means getting straight through to an engineer who is both technically brilliant and personally invested in protecting your critical systems.

Most people don't make restores every day. But most people aren't Databarracks support engineers.

The experience of performing thousands of restores for such a diverse variety of customers makes our support team true experts. When you do need to call upon that expertise, for testing or to recover in anger, we are always ready to go.

We're not afraid to get our hands dirty either. When customer systems have failed in the past we've spent days in their server rooms completing manual restores. There's no such thing as 'above and beyond' for our engineers because they only work to one standard: to keep your systems running perfectly.

# Technology

As a technology-agnostic service provider, our goal is to create the best overall solution for you.

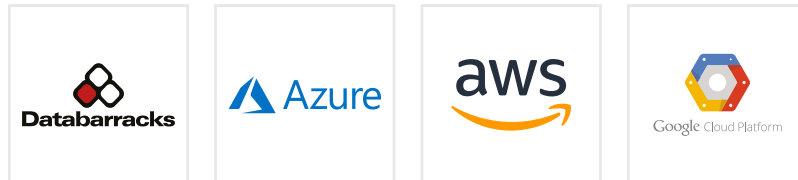
We combine backup software and cloud storage to meet your specific requirement.

No technology is perfect for all uses. We'll guide you through the differences in data protection methods, storage compatibility and licensing to determine the best fit for you.

Choose your software:



Choose your recovery target:



# CUSTOMERS



“Databarracks has proved that it’s not just the technology that matters when you think about data security. Their level of service and knowledge of their product capabilities played a pivotal part which really impressed us about their service provision.”

Kim Richards,  
IT Technical Manager, Stemcor

**STEMCOR**

“We decided to contact Databarracks before making any decisions. From the minute he answered the phone, our engineer, Tom, knew exactly what to do. He was unequivocal: ‘don’t pay the ransom, we can get your data back for you. It was actually so smooth, no-one in the office even noticed. I’ve seen organisations where backup is a secondary consideration, and it’s situations like this that really demonstrate how important it is to stay on top of things”

Jonathan Levene,  
Head of IT and Facilities, Major Players

**MAJOR  
PLAYERS**



Save the Children



# About Databarracks

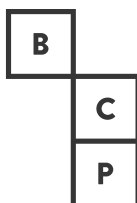
Databarracks is the UK's specialist business continuity and IT disaster recovery provider.

We deliver ultra-secure, award winning data and continuity services from UK-based, ex-military data centres.

Call **0800 033 6633**

Email **[contact@databarracks.com](mailto:contact@databarracks.com)**

Visit **[www.databarracks.com](http://www.databarracks.com)**



## Business Continuity Podcast

In early 2016 Databarracks launched the Business Continuity Podcast. It's a disaster recovery podcast with all the boring bits left out.

So if you'd like to know how suet pudding could bring one of the UK's busiest trading floors to a grinding halt, or why there used to be a caterpillar in the London Risk Register, go to [www.thebcpcast.com](http://www.thebcpcast.com) for a straightforward, jargon-free discussion with people who deal with disasters for a living.



