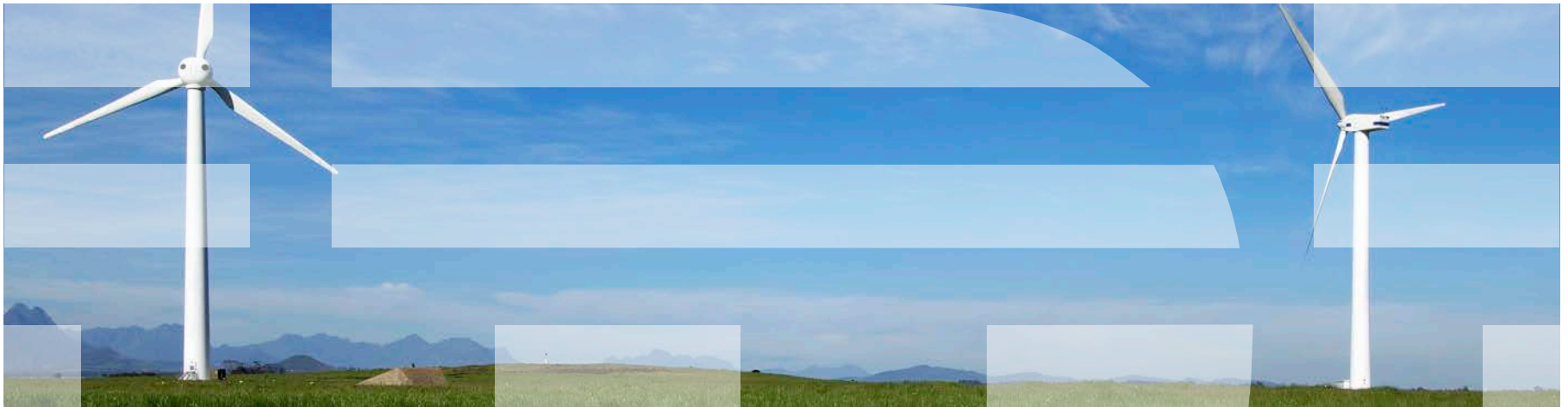


SmartCloud Managed Backup Overview for



Agenda

- IBM SmartCloud Managed Backup Definitions
- IBM SmartCloud Managed Backup Features
- Onsite Data Protection Architecture Examples
- Customer Example
- Reporting and Alerts
- Q & A

IBM's SmartCloud Managed Backup – definition of the service and a cloud solution.

- Comprehensive portfolio of on-demand solutions for information protection based on our scalable cloud architecture
- Global reach and growth
 - Protecting information for businesses in more than 750 data centers on 5 continents
- Powerful, proven capabilities
- Nearly a decade of experience and innovation
 - Patent-pending 5th generation services architecture

Acquisition Model
Service

Business Model
Pay for use

Access Model
Internet

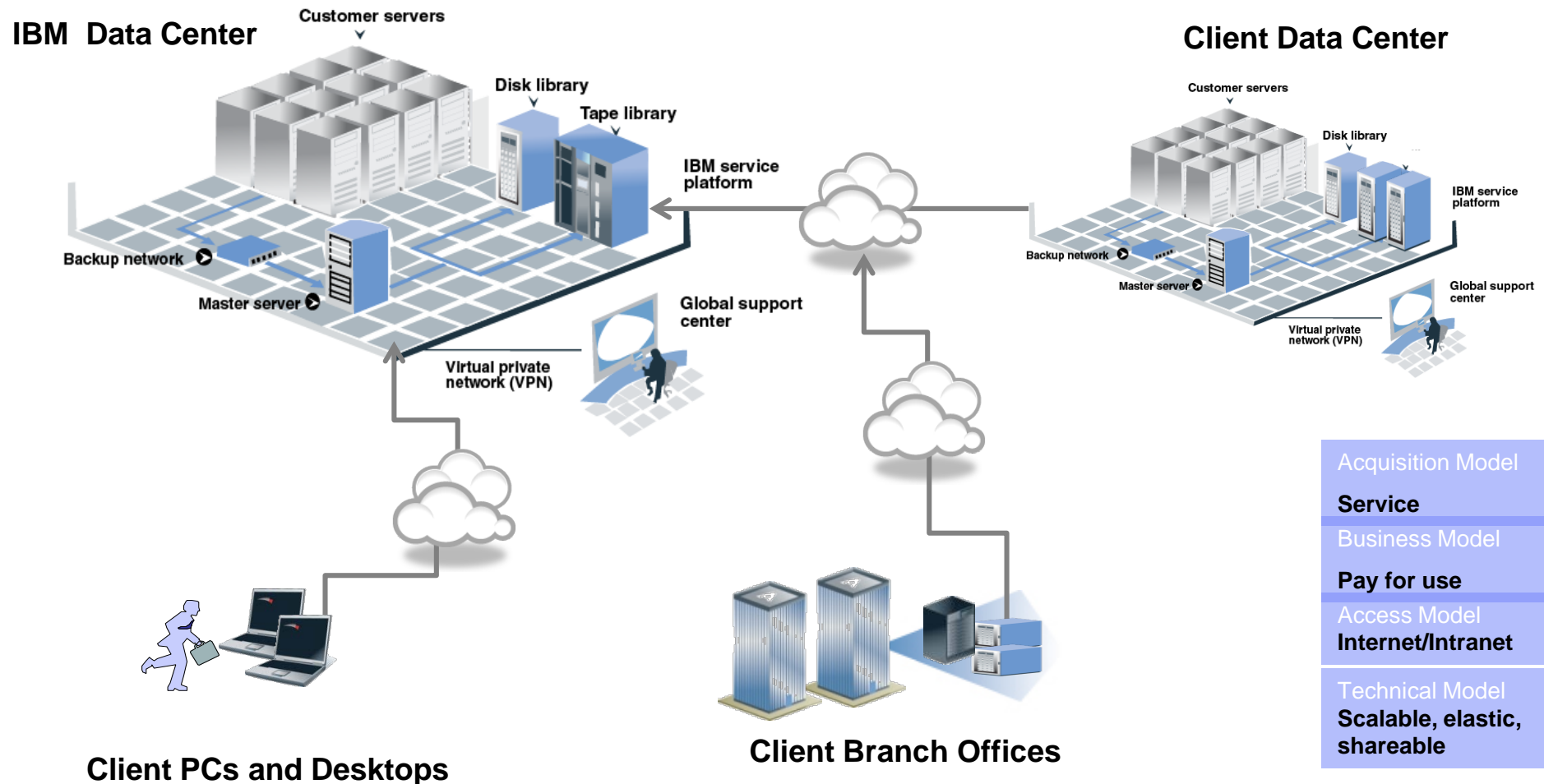
Technical Model
Scalable, elastic, shareable

Cloud Computing:
A style of computing where scalable and elastic IT-enabled capabilities are provided "as a service" to external customers using Internet technologies*

SmartCloud Managed Backup Service Features

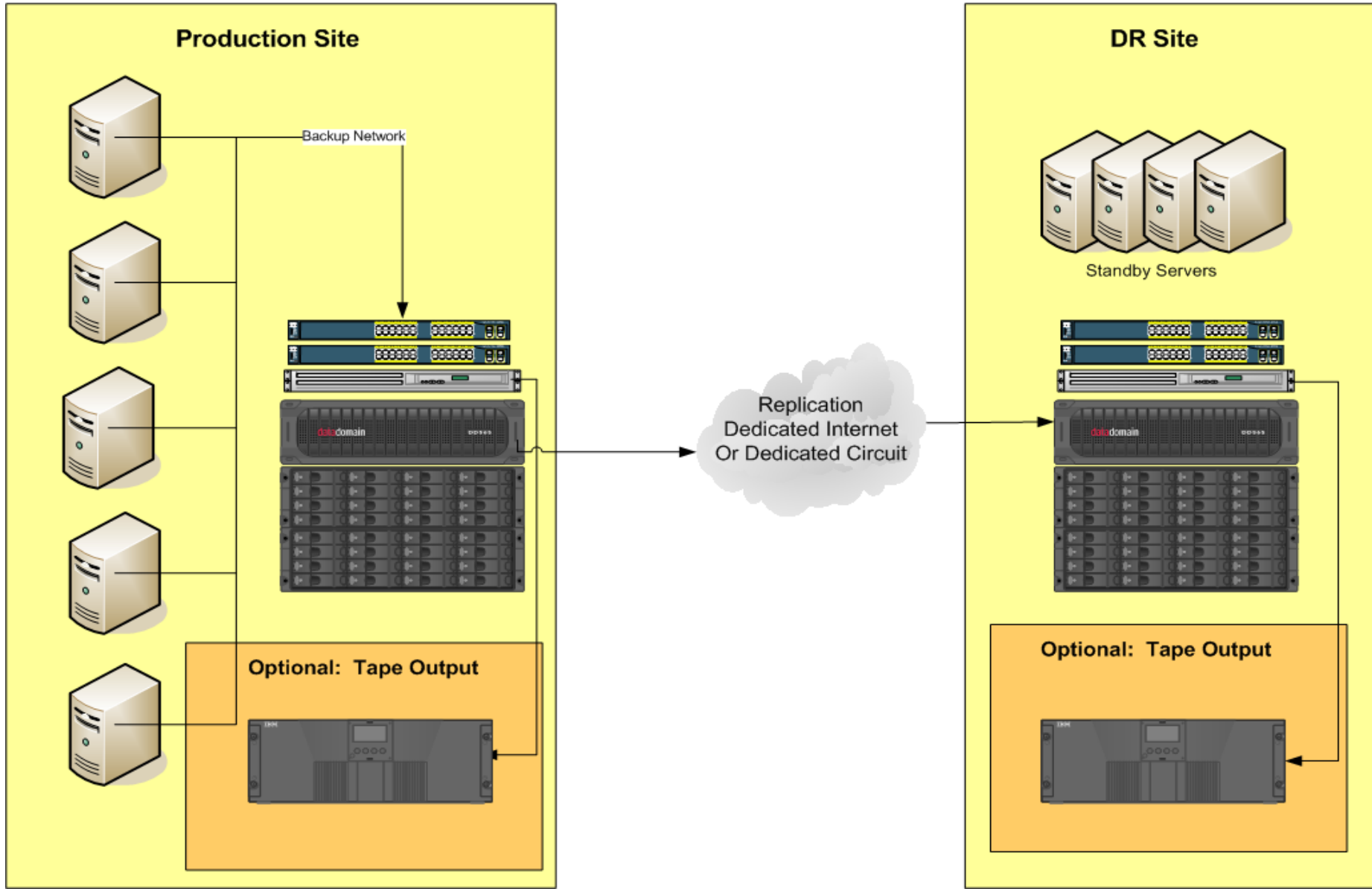
Reduced Downtime & Risk of IT Disruption	<ul style="list-style-type: none"> • 24 x 7 x 365 Coverage • Proactive monitoring of infrastructure • Reduction in the number and frequency of server incidents • Improved mean time to repair if an incident occurs
Improved Operational Intelligence	<ul style="list-style-type: none"> • Improved capacity planning • Performance measurements and tracking • Identification of infrastructure enhancements opportunities
Continuous Service Improvement Process	<ul style="list-style-type: none"> • Identifying actionable tasks to improve infrastructure and process on a continual basis • Quarterly business requirement review and Governance
Improved Use of IT Resources	<ul style="list-style-type: none"> • Re-deployment of IT resources to business aligned projects • Reduced cost associated with training staff on new technologies and processes • Benefit from IPS's skills and experience, gained from working with thousands of clients around the world
Improved Service Levels and Availability	<ul style="list-style-type: none"> • Managed against pre-defined SLOs • Scheduled tasks and reviews
Professional Advice	<ul style="list-style-type: none"> • IPS will provide guidance when you need to make business-impacting information technology decisions • We provide access to the latest technology and skills

Protecting Data Across the Enterprise – A Public, Private or Hybrid Cloud Solution

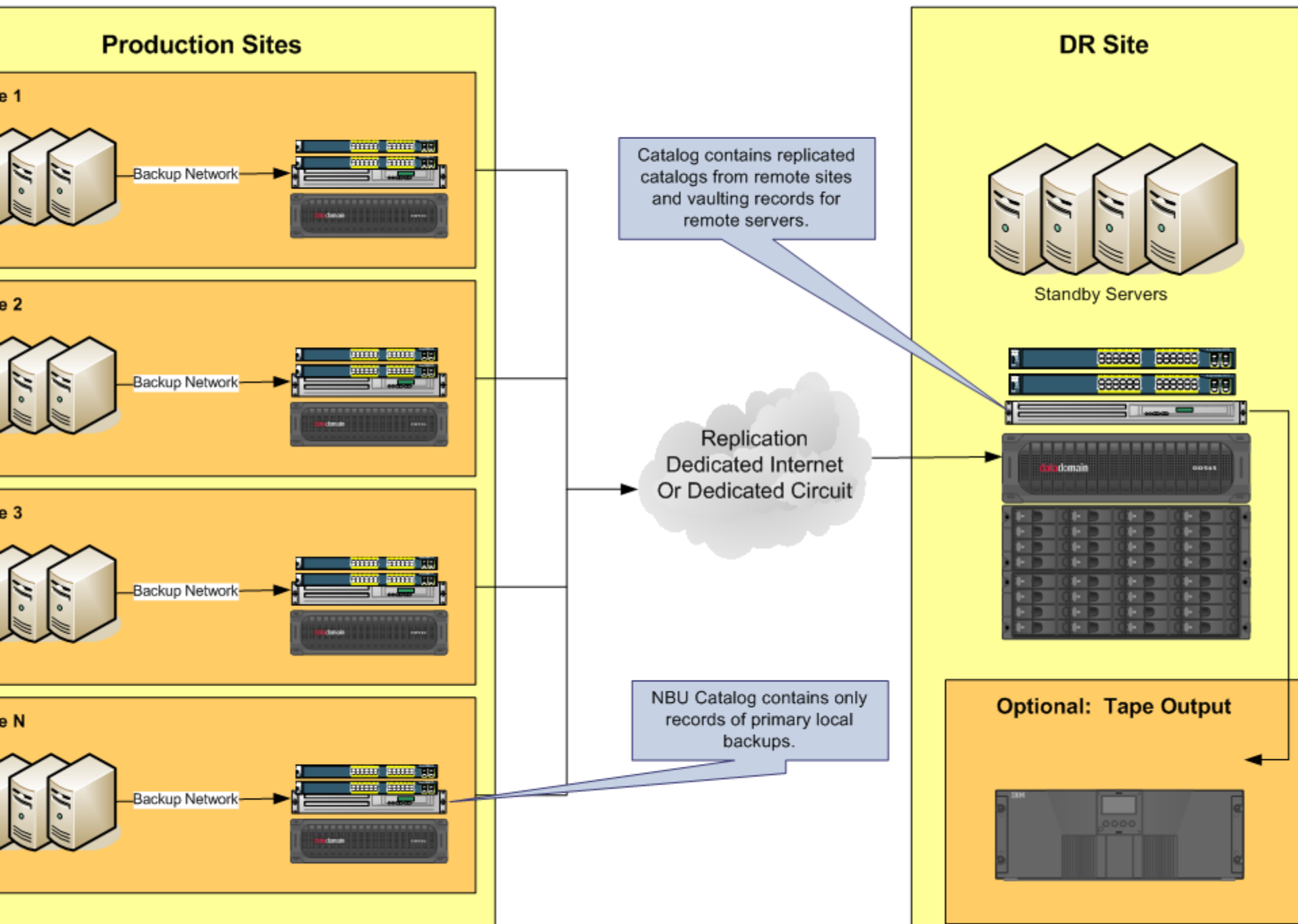


- Acquisition Model
- Service**
- Business Model
- Pay for use**
- Access Model
- Internet/Intranet**
- Technical Model
- Scalable, elastic, shareable**

One to One Replication



Many to One Replication



Many to One Replication With Active Backups at Replica Site

Production Sites

Site 1



Backup Network



Site 2



Backup Network



Site 3



Backup Network



Site N



Backup Network



NBU Catalog contains replicated catalogs from remote sites, primary records for local prod servers, and vaulting records for remote and local servers.

Replication
Dedicated Internet
Or Dedicated Circuit

NBU Catalog contains only records of primary local backups.

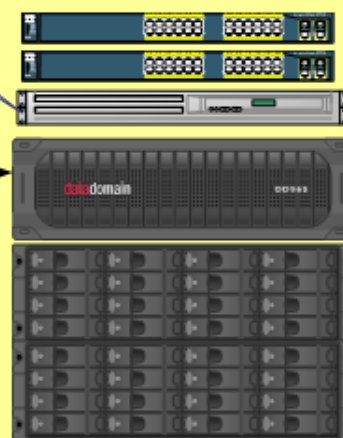
DR Site



Standby Servers



Production Servers



Optional: Tape Output



Customer Example

Challenges

- * *Operational exposure* from poor Backup Performance with multiple solutions that did not meet regulatory **Compliance**
- * *Multiple backup providers* - and internal IT solutions protecting their servers in 27 satellite offices, three data centers, and 750 PCs in 19 countries around the globe
- * *Solution needed* to Fix significant issues with existing solutions:
 - Poor **performance**
 - Low backup success rate – **63% Success Rate**
 - Lack of accurate detailed **reporting** – **No Automated Reporting**
 - Poor Solution Design – **Out of control cost of Data Protection**
- * *Costs Reduction* - Need to Reduce and bring under control rising costs – Predictable Pricing
- * *Managed Solution* – Automation and Reporting
- * *Scalable* - Solution Required to supports current and future platforms for future growth

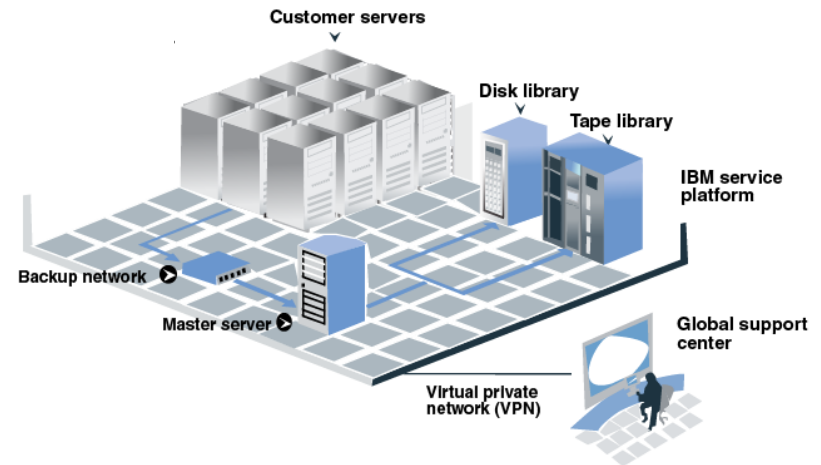
Solution: Creating Value Through Service Excellence

- ***Concrete results include:***
 - *Single global solution with standard backup/ retention polices and procedures that are actively managed and provide visibility to defined service levels.*
 - *Improved success rate from 63% to 99.8% with IBM Solution*
 - *Comprehensive Reporting enabling Compliance with data protection policies*
 - *Cost Savings of over \$2M per year – Greater than 50% Reduction*

IBM SmartCloud Managed Backup – Protection for the Data Center

Fully managed solution designed to deliver data protection best practices as a comprehensive turnkey service.

- Managed backup and restore services available to customers hosted in IBM or customer data centers
- Includes all HW, SW, and management
- Pay-as-you-use pricing
- Flexible service options to meet your needs
 - Tape- and/or disk-based backup
 - Online database backup
 - Offsite tape vaulting
 - Second site disk replication
- Flexible recovery point and recovery time options to address your needs
- Offsite vaulting for long-term archiving



Automated Backup Reporting and Alerting

- Comprehensive centralized reporting across all identified worldwide locations, devices, servers, clients, backup network
- Used to assess:
 - Backup failure risk
 - Configuration issues
 - Performance issues
 - Adherence Enterprise architecture standards
 - Retention and media policy
 - IBM Operations ticket tracking
 - Representative site sizing

Report	Description	Freq.
Backup Failure E-mail Notification	Real time backup failure notification for active client servers	Real-Time
All Server Activity	Backup activity report for last 24 hrs.	Daily
Backup Failures	Provides all failed backups for last 24 hrs	Daily
Backup Report Card	3-day snapshot of previous backup activities	Daily

Next Steps and Questions

THANK YOU