

EMC SERVICE PROVIDER SOLUTIONS: IT AS A SERVICE FOR REMOTE DATA PROTECTION AND CONTINUITY SERVICES

EMC helps service providers expand service offerings for data protection and business continuity

ESSENTIALS

- Flexible disaster recovery service models
- Strong up-sell capabilities
- Policy-based service levels
- Integrated bandwidth reduction
- Service Provider-in-Control policy-based management
- Uninterrupted disaster recovery testing

MARKET OPPORTUNITY SNAPSHOT

As outsourced models and cloud services become increasingly popular with enterprises, service providers of all types now have the ability to create solutions that provide flexible disaster recovery models. According to Gartner, the storage and backup cloud service market is expected to exceed USD \$1.5 billion by 2013—evidence that enterprise customers are becoming more comfortable with cloud IT delivery models.

In addition to network and hosted data center service offerings, many service providers have started deploying multiple storage platforms to support their Storage-as-a-Service offers. Naturally, this has progressed into a continuity service which takes advantage of the storage infrastructure already in place among customer sites, as well as the service provider's own sites.

EMC® RecoverPoint helps service providers further monetize storage infrastructure by enabling a data replication and recovery service that can support the varied local and remote continuity needs of enterprise customers.

This Business Continuity-as-a-Service solution is flexible and easy to implement and manage across any host, application, and array. Without having to invest in costly, siloed technology acquisitions, service providers can offer a multi-vendor approach to data protection, while achieving significant economic benefits for enterprise customers through a secured and protected multi-tenant environment.

SERVICE PROVIDER CONSIDERATIONS

Service providers deploying EMC RecoverPoint “as a service” can do so onto existing multi-tenant storage environments, or build out dedicated storage environments per customer deployment. The benefit of the solution is in its flexibility in working with a number of vendor technologies. This supports the economics of the service provider in the use of the solution.

A FIRST STEP TO OUTSOURCING

Service providers, seeking to engage with enterprises that have a traditional model of IT delivery, may choose a replication service as a first step to outsourcing. EMC RecoverPoint for service providers helps ensure your first engagement makes a positive impact.

The continuous replication of application data with application consistency through integration with applications such as Microsoft Exchange and Microsoft SQL Server enhances the appeal of this solution to enterprise customers. Oracle integration is augmented by EMC Replication Manager for automation within the replication process for failover/failback. Moreover, integrated reporting via EMC Data Protection Advisor for Replication Analysis lets the service providers prove service levels to customers, automate auditing processes, and ensure recoverability.

Customer confidence, gained through the concrete business benefits and improved return provided by EMC RecoverPoint managed replication services, can help your company win further storage business—and may help initiate an expanded outsourcing strategy leading to long-term Infrastructure-as-a-Service (IaaS) engagements.

FLEXIBLE DISASTER RECOVERY SERVICE MODELS

Service providers can offer local and remote replication options to cater to the diverse needs of their enterprise customers. EMC RecoverPoint's inherent flexibility to replicate any host, any application, and any storage expands the addressable market for this service. Dynamic switching between synchronous and asynchronous replication modes enables the service provider to offer a variety of service levels to customers who require different types of replication for their data.

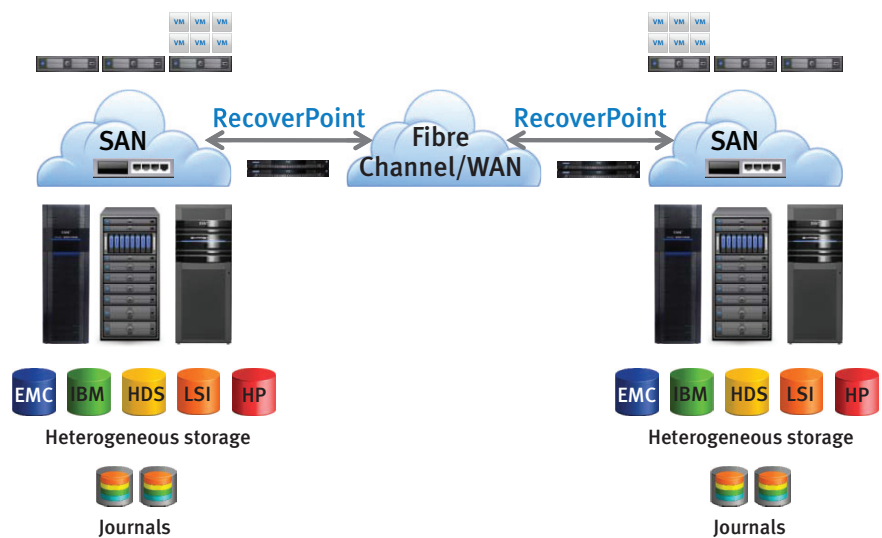
- **Strong up-sell capabilities**—Capacity based replication model; advanced licensing and tiering; virtual provisioning aware
- **Policy-based service levels**—QoS-based service-level management; enables variable RPO; secure access control and management
- **Integrated bandwidth reduction**—Policy-based WAN bandwidth reduction; optimized replication traffic over IP WAN; can lower WAN transport costs
- **Policy-based management**—Supports consistency group policy, unique policies per application, and dynamic service-level management
- **Uninterrupted disaster recovery testing**—Select a point in time to test disaster recovery without impacting production
- **Improve application protection**—Sets up protection alerts; centralizes information; captures historical data; monitors configuration changes and chargeback replication costs

SOLUTION DESCRIPTION AND END-USER BENEFITS

Supported by fast and reliable disk-based recovery, journaling technology (which uses considerably less space to retain snapshots), and bandwidth reduction capabilities, EMC RecoverPoint takes ROI savings to new heights—while it enables service providers to deliver safe, highly effective, cost-efficient, and on-demand services for replicating data away from a customer's primary site. The EMC RecoverPoint solution integrates into service provider management systems to provide virtual machine failover. The EMC RecoverPoint solution combines a number of advanced hardware and software products with the EMC storage infrastructure and deep support for the VMware® infrastructure. Using EMC RecoverPoint and EMC storage for service providers enables fast and reliable business protection services as part of a comprehensive set of managed IT offerings. Key benefits to end users include:

- **Single, easy-to-manage local and remote replication solution**—Eliminates complex, non-performing data protection schemes and application-specific point products
- **Host-based, fabric-based, or array-based splitting technology**—Facilitates a flexible approach for addressing varying enterprise customer requirements
- **Continuous data protection (CDP)**—Protects all changes to data, which enables on-demand recovery to any point in time
- **Continuous local and remote (CLR) replication**—Enables the service provider to facilitate synchronous and asynchronous replication for one or more LUNs belonging to a variety of customers and/or a single customer with multiple sites on the host's own infrastructure

- **Bandwidth reduction**—Improves WAN utilization through compression and duplication by up to 90 percent, enabling the use of the WAN or IP network sold by the service provider to work in a more optimized manner; this efficiency is a major reason for the selection of this solution
- **Policy-based dynamic switching between synchronous and asynchronous replication modes**—Helps improve application uptime, client access to replicated data, and the administration of the recovery process
- **Specific point-in-time recovery and bookmarked application event functionality**—Gives customers the ability to roll to a specific point in time that is meaningful to them
- **Flexible recovery time objective (RTO) and recovery point objective (RPO)**—Allows the service provider to offer multiple service levels to customers who may want different types of replication for their data
- **Microsoft-supported API integration**—Automates Microsoft Exchange and SQL Server recovery, and helps improve the delivery of mail and messaging services from the service provider
- **Integration with EMC Data Protection Advisor for Replication Analysis**—Monitors, alerts, and reports on all recovery points, as well as measures SLA compliance
- **Supports CDP and CRR management from a single console**—Helps the service provider simplify the management of the replication and recovery process
- **Integration with VMware vSphere® 3.5, 4.0, 4.1, and 5.0**
 - vCenter™ Site Recovery Manager—Supports the automation of virtual machine failover and improves business continuity
 - Plugin for vCenter Server—Supports the automation of virtual machine failback
 - VMware affinity—Informs users of the protection status of their virtual machines
- **Bi-directional: any-to-any heterogeneous replication**—Facilitates the provisioning of services to multiple customers, while protecting the service provider's own investment in technology
- **Extends the storage replication capability to a number of EMC and non-EMC vendor solutions**—Includes EMC Symmetrix® VMAX™, VMAXe™, and VNX™ series, EMC CLARiiON®, EMC Celerra® unified, as well as many other storage arrays, including several from IBM, HP, HDS, LSI, and Oracle



BUSINESS CONTINUITY-AS-A-SERVICE: GO TO MARKET

With EMC RecoverPoint and Data Protection Advisor for Replication Analysis and a defined approach to enterprise customers, service providers are able to present economies of scale and achieve significant margin from the delivery of this managed replication and recovery service.

This solution is currently being used successfully by many service providers who are able to demonstrate a true value proposition to enterprise customers.

With the help of EMC Consulting, models can be created that will facilitate the delivery of a strong solutions set. Within business consulting, we have packaged three go-to-market offerings across three broad client types: strategic assessments, education, and integrated program delivery.

EMC consulting engages with clients to help them leverage cloud principles to benefit either bottom-line and/or top-line growth. In EMC Consulting, we believe the cloud journey is not just an IT opportunity, but a challenge throughout our clients' businesses that should focus on transformation.

CONTACT US

To learn how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller, or visit us at www.EMC.com.

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