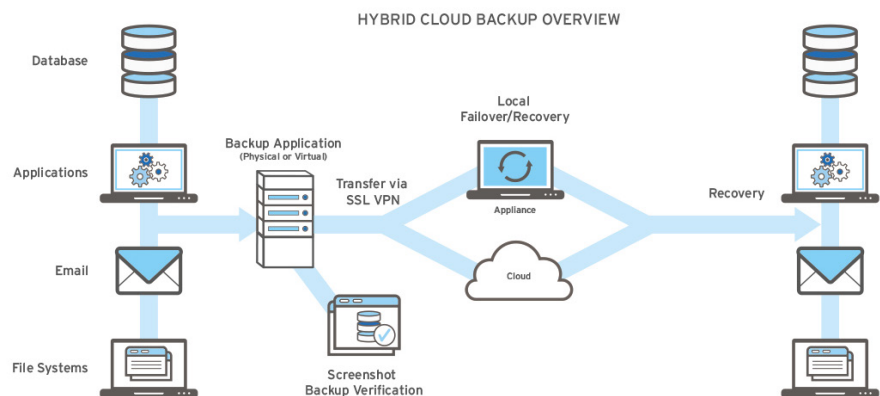


HOW SMBs BENEFIT WITH HYBRID CLOUD

ESSENTIAL FOR SECURE BACKUP AND BUSINESS CONTINUITY

Today's businesses require a backup solution that delivers much more than a traditional local only strategy. Given the constant risks to its data, from all directions, it's important for businesses to ensure 1) that their data is protected and 2) they can remain operational in lieu of a system disruption. That's where a hybrid cloud-based backup solution comes in.

According to analyst firm ESG hybrid architectures are the top desired features by today's businesses.* With good reason. This paper identifies four key reasons why a backup, recovery and business continuity solution based on a hybrid cloud model is preferred.



SECURITY

With a hybrid solution, a company's essential data is backed up locally and then an additional backup is replicated off-site, providing additional data security; data insurance if you will.

The in-house data is protected by redundant sets of information with the local device being the first line of defense. In most cases, three distinct copies of each file exist - on the workstation or server, on the local device and in the public cloud. In addition, encrypted files are stored off-site are available in case an unforeseen event, like a natural disaster, occurs. This should give businesses the peace of mind to know that their data is always accessible no matter what the circumstances. It is just as important to insure data as it is to insure physical resources, like buildings, employees and other assets. After all, client data is a business' most important asset, and ensuring business continuity in the form of hybrid cloud storage is an intelligent and logical step toward protecting that asset.



STORAGE

Businesses also benefit from local storage flexibility, addressing a key concern that many small companies have, with a hybrid cloud solution. Since cloud storage is far less expensive, businesses can retain more data on the cloud and have a shorter retention locally. Small businesses are often concerned about space on local storage devices, and the cloud gives them the chance to make decisions about how long to store backups on their local devices. Businesses no longer have to worry about purchasing more local storage, nor do they have to make difficult choices about what files to delete when they are running out of space. This eliminates a pain point for companies that have struggled with limited resources dedicated to storage. Their files are available for as long as they need, and they can be easily restored when necessary. These businesses can cease worrying about storage and turn their attention to their core competencies, confident that their data is secure and available.



SAVINGS

One of the biggest concerns for SMBs when making any sort of technology decision is the bottom line. Fortunately, hybrid cloud backup solutions are cost effective. The hybrid model keeps costs low. Because companies only need to purchase a local unit while the rest of the infrastructure lies in the cloud. The cost to businesses is a simple monthly fee that covers the cost of leveraging the cloud and all of the services outlined in the SLA. It's important for businesses to look for a solutions provider that can offer fixed cloud pricing.



VIRTUALISATION

In the event of a disaster, be it natural or technical, businesses must be confident that their data was backed up, and that it can be restored in a timely manner. When SMBs experience downtime, they stand to lose a great deal of money as IT strives to bring operations back online. In these instances, virtual machines (VM) on the cloud can be the difference between downtime and uptime. Cloud VMs are copies of workstations or servers running on a server in the cloud. Every aspect of the duplicated machine can be run from this virtual machine that lives in the cloud, and is therefore not vulnerable to localised phenomena, like a weather disaster. Companies can failover to the cloud to avoid downtime, keeping data and operations running smoothly and consistently, ensuring business continuity even when the winds are strong and the weather fierce. Hybrid cloud backup solutions offer businesses the best of both worlds, and play an essential part of a comprehensive backup, recovery and business continuity strategy. The added benefits of Security, Storage, Savings and Virtualisation should make the transition to a hybrid cloud solution a little easier, and hopefully alleviate any fears of the cloud.

1300 IRON MTN | IRONMTN.COM.AU



ABOUT IRON MOUNTAIN

Iron Mountain Incorporated® (NYSE: IRM, ASX: INM) is the global leader in storage and information management services. Trusted by more than 220,000 organisations around the world, Iron Mountain's real estate network comprises more than 85 million square feet across more than 1,400 facilities in 46 countries dedicated to protecting and preserving what matters most for its customers. Iron Mountain's solutions portfolio includes records management, data management, document management, data centres, art storage and logistics, and secure shredding, helping organisations to lower storage costs, comply with regulations, recover from disaster, and better use their information. Founded in 1951, Iron Mountain stores and protects billions of information assets, including critical business documents, electronic information, medical data and cultural and historical artifacts. Visit www.ironmtn.com.au for more information.

© 2017 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated in the U.S. and other countries. All other trademarks and registered trademarks are the property of their respective owners.