



Five Backup Strategy Challenges and How to Address Them

Contents

Challenge 1: Budget	1
Challenge 2: Functionality	3
Challenge 3: Service Quality	4
Challenge 4: Maximising Resource Effectiveness	5
Challenge 5: System Flexibility	6
Why Choose Backup Systems?	7
What Our Customers Say	8

About the Author



Author
Mark Ridley

Mark Ridley is the Managing Director of Backup Systems. Mark started computer programming at the age of 10 on a BBC Micro and went on to become a graduate of King's College London. After working for multinational giants such as Goldman Sachs and Barclays Capital, Mark founded Backup Systems in 2006, providing a bespoke service to his valued customers.



Challenge 1: Budget

Securing appropriate budget for your backup solutions can often be the principal challenge. Every sophisticated business focuses on ensuring budgets are closely adhered to and departments are extracting maximum value from planned allocations.

Here are a few things to look out for when budgeting for an efficient, fully managed backup solution:



Cost Transparency

Understand your total cost commitment in advance. Avoid hidden costs by working with a fully managed backup provider offering a comprehensive package of services and support under a simple all-inclusive cost structure.

FACT – With Backup Systems you pay a single annual flat fee based on the number of backup servers required. The number of servers, data, mailboxes and databases that can be backed up is unlimited, and is only capped at the backup server capacity. There are no hidden costs and the fee includes unlimited support.



Allocate Budget

Ensure your budget is allocated appropriately. Purchasing new hardware and/or installing and licensing new software (and any problems associated with its integration into your existing IT infrastructure) can be avoided.

FACT – Backup Systems can use your existing hardware or new hardware, as this has benefits twofold – cost of equipment and familiarity. Instead of Backup Systems supplying a new piece of hardware, that your company may not know much about or how to maintain it, meaning you would likely face an additional cost for maintenance, our system will run on your own hardware (either existing or new hardware selected by your company). Backup Systems will work with you from the start to make sure the correct hardware is put in place that will grow with your organisation, but also to ensure your team are comfortable and familiar with the kit. Additionally, our customers are likely to obtain their hardware at a cheaper price than we could supply it, if they leverage existing relationships with their chosen hardware vendor.

With Backup Systems, in some cases we can repurpose existing hardware to use as the backup server hardware, saving our customers even more money. Being a virtual machine, our solution can run on your existing VMWare or Hyper-V infrastructure if you so choose. We work with you to put the best system in place for available budget.

T: 0844 800 5532

W: www.backup-systems.co.uk



Reliable Support

Uncertainty over support availability and cost can lead to inefficiencies and the emergence of business critical issues. Ensure your provider is able to offer a comprehensive support package with the resources to deal with issues effectively.

FACT – Backup Systems annual fee includes unlimited support. Your team can call and/or email as often as required and be confident that issues will be resolved quickly and efficiently. Backup Systems also offer site visits, so that face to face, you can get to know and trust the team.



Test, Test, Test!

Ensure your provider is able to offer a service that suits your organisation today, but also one that can grow as your business expands and evolves.

FACT – Backup Systems offer a **1 MONTH FREE TRIAL** giving clients the opportunity to test the quality, efficiency and flexibility of our comprehensive service and support offering.

Challenge 2: Functionality

Every business will face different backup functionality challenges.

The solutions are out there, it's just a question of choosing the right one(s) for your business and ensuring your internal IT teams have the necessary knowledge and expertise to maximise their capabilities.

Purchasing and implementing a range of products to build a complete backup solution can create inefficiencies, including:



**Increased staff
training requirements**



System crossover



Duplication



Increased costs

It's important to note that resellers and 'off the shelf' vendors are beholden to originators for improved functionality and service/product enhancements. This can result in costly delays when new, business critical functionality becomes necessary – a common problem in a fast moving business environment.

How does Backup Systems tackle common functionality challenges?

Backup Systems has developed one tool that can do it all - from disaster recovery and enterprise backup solutions for complex businesses, to disk imaging and email archiving solutions.

Our team works with your business to determine your particular functionality requirements and configures our platform to work seamlessly with your existing or new IT infrastructure. In addition, bespoke functionality can be built into the Backup Systems platform to provide you with the range of capability required for your business. Our bespoke system is more cost effective than an 'off the shelf' product from a popular vendor or reseller, as Backup Systems do not add a mark-up and any new functionality that is required is completely free of charge.

Challenge 3: Service Quality



When tasked with ensuring all systems in a complex organisation handling large amounts of data are kept up and running, and restored where necessary, it's imperative to have a strong, professional relationship with service providers and absolute trust that their solutions will create business efficiencies.

Any system interruption has a tangible effect on business, potentially impacting the bottom line, customer satisfaction and, as a direct result, the long term prospects and sustainability of the organisation.

Outsourced backup solutions are defined by the quality of service they offer the client, so the ability to provide high quality support whenever required is a vital element in a successful and enduring business relationship.



FACT – The Backup Systems' team is focussed on providing our clients with the utmost in service quality and we are proud that our clients often point to service as the reason they continue to work with us year after year.

We work closely with our clients in order to understand their businesses and have the flexibility to quickly enhance our product and service offering to meet their exacting requirements.

Our competitive pricing structure includes unlimited support. Our clients can call and/or email us as often as they need and be confident they'll be speaking to a representative who understands their business and is in the best possible position to affect a fast and efficient solution to their issue.

Challenge 4: Maximising Resource Effectiveness

IT teams are at their most effective when left to concentrate on core activities. Time away from these projects can have a detrimental effect on how a business reacts to a broad range of business critical situations, including:



**Fundamental changes
within their sector**



**Improvement of
business processes and
procedures**



**Addition of new products
and/or services**

Handing over your backup activities to a third party can help to alleviate resourcing issues associated with backup and recovery.

For example, a lost email in an accounts department may require significant time and resource to recover. This can be avoided, and core projects kept on track, by implementing an email archiving system where correspondence can be recovered in seconds without the need for lengthy searches or IT department intervention.

FACT – Backup Systems’ solutions are tailored to fit your organisation’s requirements. Permissions and security parameters are backed up allowing IT to enable departments to restore vital business information quickly and efficiently.

For example, archived emails can be accessed in seconds using a simple front end program with emails being restored direct to an account’s inbox or opened using a common email client like Microsoft Outlook.

Keeping track of your backup is easy with Backup Systems. A status report is sent daily and clients have access to a web console for any-time status updates, further freeing up time to focus on core business activities.

Challenge 5: System Flexibility



Businesses are continually changing to maximise the opportunities in their market place. Their systems, structures, processes and procedures need to evolve with them and an organisation's backup strategy is no different.

Fundamental changes to service offering or the introduction of a new product line will require new data to be collected and stored and effective management of this information will be critical to how a business grows.

Backup solution resellers and vendors are reliant on the system originator for updates and enhancements. These can take time to make their way through the pipeline and are therefore often not dynamic enough to keep up with a fast moving business.

FACT – Backup Systems is a dynamic organisation able to react quickly to client feedback and requests for product or service enhancement. Our system is designed around our clients' specific needs but we understand businesses evolve and tailor solutions to fit changing organisational requirements.

Why Choose Backup Systems?

Backup Systems is the UK's leading provider of fully managed backup solutions for SMEs and large enterprises.

We have been successfully planning and implementing market leading backup solutions for our clients since 2006 and are increasingly seen as an indispensable extension of our clients' IT function.

Our system is designed to operate almost silently in the background, allowing our clients to focus on their core business activities, while providing the business with complete peace of mind with regard to the protection of valuable data.

Our fully managed business backup service includes:



Laptop backup



Email archiving



Virtual machines



Cloud data backup



Disaster recovery
systems



Disk imaging



Document backup



Enterprise solutions

For more information on our fully managed backup solutions, call our friendly team on **0844 800 5532** or click below to register for your free trial.

REGISTER FOR YOUR FREE TRIAL

T: 0844 800 5532

W: www.backup-systems.co.uk

What Our Customers Say



We were looking for a cost-effective, reliable backup solution. As Backup Systems offered a fully managed service, we chose to pursue this option as it freed crucial time across the business to focus on other business critical IT responsibilities.

- Stuart Fairbairn, ICT Manager, Edinburgh Leisure

Backup Systems presented us with a fully managed backup solution in 2011 using our own infrastructure and we haven't regretted a single moment...

- Bradley Gull, Infrastructure Manager, Hood Group Ltd



[We] decided to review our backup and business continuity processes, [as] we only used a tape drive and had no off-site offering in the event of a major outage. We looked at various options and found that Backup Systems [provided] a good, cost effective solution within budget.

- Billy Douglas, IT Director, Campbell Dallas LLP