



# EMC Backup and Recovery Solutions

## Outsmarting your backup/restore challenges with backup-to-disk solutions

### Again, EMC delivers more choice for customers to meet business needs.

EMC Corporation has long recognized the limitations of tape-based backup/restore technology. With the growth of information and the requirement for all applications to be up all the time, customers are demanding a solution that provides faster and more reliable backup and restore at the right price point.

Now, EMC is delivering a powerful new way to conduct backup and restore operations—a way that brings disk technology’s simplicity, automation, speed, and investment protection to the networked storage information infrastructure. EMC backup-to-disk solutions provide added value to today’s businesses while preserving your existing tape-based information archiving investments.

### Backup isn’t the real concern. Restoring normal operations is.

Tape-based backup solutions have been around for years. They work and work well, albeit somewhat slowly—frequently too slow for today’s business environments. So, backup, while it could be significantly improved, isn’t a major concern for most enterprises. The same cannot be said for restore.

Tape-based restore—more appropriately called “resuming normal operations”—presents significant business, IT, and operational challenges.

- **Business challenges:** Service levels are more demanding than ever. Around-the-clock operations are now prevalent versus the exception. Satisfying the expectations of today’s business environments can’t be met with tape-based restore technology.
- **IT challenges:** Tape-based restores are highly manual and therefore inefficient and often inaccurate or incomplete. Tape is inherently unreliable. Meeting the backup/restore needs of increasingly complex networked environments is becoming unwieldy and unmanageable.
- **Operational “reality” challenges:** Availability equals revenue and tape does not equal continuous availability. The pace of information volume growth is accelerating. Most IT departments don’t comprehend the total, recurring cost of tape.

### Ask yourself these questions:

1. How many hours does it take to do a restore today and what is the financial impact to the business in lost revenue and productivity? How much longer does the backup itself take?
2. Am I meeting my backup and recovery service levels today?
3. How frequently do I have to update my tape infrastructure and do I face technology obsolescence issues?
4. Are my backup window objectives currently being met?
5. Does my current backup and recovery strategy and technology enable me to meet the compliance regulations that govern my business—without fail?
6. Do I know what the total cost of ownership of my tape infrastructure really is?

## EMC backup-to-disk improves operations, improves business results.

Backup-to-disk solutions offer beneficial impact, not just your IT operations, but also to your business.

- **Financial impacts:** You will minimize future tape infrastructure investments in both periodic technology replacement and on-going, recurring tape procurement costs. Information and infrastructure growth will become smaller factors in backup and recovery financial planning.
- **Operational impacts:** Backup, and more importantly, restore operations will be accelerated by at least an order of magnitude. Additional backup capacity can be easily added, as needed, non-disruptively. Tape management costs will be dramatically lowered as tape becomes the medium of choice for archiving, a role to which it is best suited.
- **Business impacts:** Business interruptions become minimized or eliminated, meaning so too does revenue stream interruption. Service levels become more manageable and attainable, resulting in more satisfied users and customers. Overall support of the business and its vital applications is improved.

## The unique value EMC brings to backup-to-disk solutions.

EMC was first to exploit the decreasing cost of disk technology—now on par with the cost of tape when comparing total cost of ownership—and to apply its advantages to networked storage backup and restore needs. The advantages offered include:

- **Integrated high availability:** EMC<sup>®</sup> backup-to-disk solutions offer proven built-in high availability with no single point of failure, unlike backup-to-tape solutions.
- **SAN and/or LAN flexibility:** EMC solutions are compatible and integrated into your existing SAN or LAN information infrastructure—you don't have to restructure your operation and can even continue using your existing backup-to-tape software applications.
- **Service-level and cost flexibility:** You can mix Fibre Channel and ATA technologies in the same network—or, unique to EMC, even in the same storage platform—to custom-tailor cost and service level requirements to your specific business or application needs.
- **Tape emulation:** For customers who want the advantages of disk-based backup but do not wish to change their environment, EMC offers the CLARiiON<sup>®</sup> Disk Library.
- **Minimized risk:** EMC's backup-to-disk solutions are built upon field-proven storage and application platforms. These platforms are satisfying information storage needs in tens of thousands of applications today—now with the added dimension of backup-to-disk technology.

You also benefit from EMC's industry-leading storage software applications that enable you to store, manage, share, and protect information for increased business value. And EMC's Services organization provides award-winning support, education, and consulting expertise to ensure you gain these rewards quickly.

## The broadest range of backup-to-disk deployment options.

EMC offers a complete solution for backup-to-disk needs, including assessment services, the EMC Legato<sup>®</sup> NetWorker<sup>™</sup> backup application, and a wide range of LAN-based, SAN-based, and tape emulation devices, so you can realize better performance and reliability in your backup and recovery environment—no matter how you do your backups today. EMC backup-to-disk solutions are a key element in an efficient and cost-effective information life-cycle management strategy, enabling you to get the maximum value from all your information assets at the lowest total cost of ownership at every stage in the information lifecycle.

## Take the Next Step.

You owe it to your business to investigate EMC's backup and recovery solutions. Change backup and recovery from a necessary chore to a business-enhancing competitive advantage. To learn more, contact your local EMC sales representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at [www.EMC.com/br](http://www.EMC.com/br).