



## Why choose Claranet for Backup?

### 1 / Introduction

#### Open the conversation

“As an existing customer of ours, I wanted to get some time with you to understand how our new Backup portfolio could help you.”

*“A lot of customers are looking for cost-effective, flexible protection from data loss in a single solution, enabling them to focus on their core business tasks in order to achieve complete peace of mind by meeting their specific requirements, automating the backup process and reducing operational costs.”*

#### Ask the right questions

- How are you protecting your data currently? Do you have a backup solution? Is it stored off-site?
- How flexible are your current backup options? Are you able to meet your **RTOs** and **RPOs**?
- How much data are you backing up?
- What environments do you need to protect (servers, VMs, applications) and where is that data hosted?
- How many versions of your files do you want to keep? (retention policies)
- How much does it cost and how do you manage it?
- When was the last time you tested your backups? How long did that restore take to complete?  
Was it successful?

### 2 / Pitch the solution

The need for robust data protection has never been more pressing. According to the IDC, the amount of data created and replicated globally will exceed 35 trillion gigabytes by 2020. Data is increasingly becoming the foundation of any modern business, no matter the industry. Claranet, with years of expertise in multiple industry-leading backup technologies as well as full ownership of a secure network and data centres, can help you protect your data with a consultative approach and tailor a solution that meets your requirements,.

### 3 / Your top 5 reasons

- 1. A solution that meets your needs** = we work with you to help you find the backup solution that's right for you
- 2. Protect any environment** = best-of-breed backup technologies for comprehensive data protection, for any environment
- 3. Meet your objectives** = flexible backup solutions to meet your different Recovery Point Objectives
- 4. Best of breed infrastructure** = with purpose-built backup platforms and our secure, fully-managed network
- 5. Cost-efficient** = with flexible, pay-as-you-grow options

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## 4 / Business or Enterprise?

Business Backup from Data Deposit Box	Enterprise Backup from Asigra
<p><b>Ideal for small or home businesses approx. up to 1TB of data per device</b></p> <ul style="list-style-type: none"><li>• Self-service, easy-to-use backup across multiple devices</li><li>• Continuous protection and extended functionality to access, share and manage files via portal</li><li>• Ideally sized, cost-effective solution for the SOHO and SME market</li></ul>	<p><b>Ideal for mid-enterprise sized environments multiple TBs per device</b></p> <ul style="list-style-type: none"><li>• Backup built for larger enterprises with different types of data, retention policies and complex environments</li><li>• Data stored in two UK data centres</li><li>• Scalable to hundreds of TBs</li><li>• Archiving tier for less-critical data available</li></ul>
<p><b>Ideal for:</b></p> <ul style="list-style-type: none"><li>• Customers looking for a cost-efficient, secure solution to store a copy of their data off-site from multiple devices</li><li>• Good for desktops, laptops, and small amounts of data</li></ul>	<p><b>Ideal for:</b></p> <ul style="list-style-type: none"><li>• Large networks comprising virtual and physical servers, databases, desktops, etc. multiple retention policies and RTOs (primary and archive storage available)</li><li>• Customers looking for one solution to combine backup and archiving</li></ul>
<p><b>Not ideal for:</b></p> <ul style="list-style-type: none"><li>• Large amounts of data per device</li><li>• Granular retention policies for different types of data and/or archiving</li><li>• Complex systems and hybrid environments</li></ul>	<p><b>Not ideal for:</b></p> <ul style="list-style-type: none"><li>• Customers looking for a simple, set-and-forget solution</li><li>• Customers with laptops or desktops only</li></ul>

## 5 / Their ROI

### Business Backup

- Use one account across unlimited PCs, Macs, servers, all managed via a simple web portal
- Fully incremental backup, reducing bandwidth costs
- Recover from anywhere to anywhere and share files with other users inside or outside their organisation using the same solution
- Complete security for their data with military-grade 448-bit encryption, reducing risk

### Enterprise Backup

- Backup and restore their data from up to thousands of workstations, servers, including Virtual Machines, databases and third-party public cloud services
- Unlimited retention policies for different sets of data
- Archiving storage tier available
- Fully incremental backup and enhanced compression algorithm reducing bandwidth and storage costs
- Powerful end-to-end encryption, using a variety of methods