

# Arcserve UDP Cloud Direct

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## Effortless direct-to-cloud backup and recovery for the overstretched IT team and distributed workforce

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Sophisticated malware threats and exponential data growth. Skyrocketing customer expectations and tightening regulations. The challenges to efficiently, effectively protecting your data have never been so daunting—and getting it right has never been more important. In today's always-on economy, data loss and unplanned downtime could mean lost revenue, substantial customer remediation costs, non-compliance fines and judgments, and damage to your hard-won business reputation.

And, if you operate a highly-distributed organization or a mid-sized business with remote offices, you face increased risk. You generate critical data across multiple sites, store vast amounts of data you can't afford to lose, and all the while, you're straining against limited IT resources.

In short, your backup administrators are expected to do more with less.

And, Arcserve can help.

Offering a flexible solution suite and modern, optimized technologies, small and overstretched IT teams can effortlessly deploy Arcserve software, appliances, and cloud solutions. Simply define your data availability requirements and leverage Arcserve Cloud to efficiently and effectively deliver your just-right level of protection.

## Your cloud backup and recovery challenge

You're challenged to identify backup and recovery solutions that offer enterprise-grade performance, simplified management, and affordability.

And, it's a tall order; it's not easy to deliver against all three requirements with a single platform.

While you might identify a high performance platform with simplified management, you'll often find the solution is cost-prohibitive. Alternately, you may find a solution that gives you simplified management and affordable pricing, yet doesn't deliver the performance necessary to adequately protect your data.

Arcserve's direct-to-cloud disaster recovery as a service (DRaaS) and backup as a service (BaaS), however, fire on all cylinders. Through the UDP Cloud Direct solution, you'll be empowered to meet SLAs easily and affordably—with the power of enterprise-level capabilities.



## Modern businesses require enterprise-grade performance

### Challenge

Enterprise-grade performance refers to much more than high speed. To truly deliver against enterprise-level demands, a solution must promise speed, reliability, and compliance.

And, where speed is concerned:

- Tape backup performance can be wildly uneven
- Solutions with a cloud component often lack the high-speed backup necessary to adequately protect against data loss
- Backup cloud solutions often require a local disk cache, which may add costs and complexity in certain decentralized environments with limited IT resources
- Disks can fail in local D2D backup—and capacity limits may result in slow or failed backups, as well



### Salvation Army dramatically cuts backup and recovery times

With 10,000+ employees and volunteers across 13 states, the Salvation Army's Western Territory simply couldn't afford slow, unreliable data protection. So, they replaced their error-prone Commvault solution with Arcserve UDP Cloud Direct. Now, daily backups take two to three hours instead of two to three days, and restores can be successfully completed in less than five minutes.

When it comes to the speed of recovery, the situation worsens.

Of course, the reliability of your data recovery is dependent upon successful backups—and not all solutions verify backup and data integrity. Without that critical verification in-hand, your IT team may have absolutely no idea there's a problem until your environment has gone days without a successful backup.

And, that puts your business at risk.

Finally, compliance is also a critical issue, especially when it comes to data security. Does your on-premise backup have sufficient user access controls? Is your cloud's multi-tenant environment secure? Is your cloud-based backup encrypted in-transit and at-rest?

If you don't have good answers to these questions, your data is vulnerable.



### Arcserve delivers enterprise-grade direct-to-cloud capabilities

Arcserve UDP Cloud Direct offers true enterprise-grade performance. Meaning, you can count on speed, reliability, and compliance.

That's because a team of enterprise-level IT executives—all with deep insight into enterprise backup—architected this cloud-first solution from the ground up.

Recognizing the shortcomings inherent in many current on-premise and cloud backup products, they sought to solve a host of problems, including:

- Mitigating the time and money IT admins spend managing on-premise backup storage environments
- Resolving slow data transport common in cloud solutions
- Rectifying security vulnerabilities found in some multi-tenant environments

With Arcserve UDP Cloud Direct, they did just that—and the proof is in the pudding.

No matter how large the backup data set, you can count on:

- 95.50% of backups completed in less than eight hours
- 100% recoverability rates
- Cloud failover in under five minutes without the need for on-site equipment

Arcserve's cloud architecture also enables dynamic provisioning and near-infinite scalability, allowing you to scale up or down, depending on your needs.

Even better, Arcserve's high-speed data transfer optimizes large data sets, quickly backing up and recovering systems and applications—without disrupting on-premise operations.

Powered by innovative technologies, Arcserve UDP Cloud Direct:

- Minimizes total data transfers by transmitting only the data that has changed
- Direct to cloud backup and recovery without an appliance required on site
- Maximizes throughput over the WAN with built-in WAN optimization, including advanced data compression, parallel processing, and multi-threaded data transfer
- Provides enterprise-scale backup and restore performance via intelligent storage tiers in Arcserve's cloud, and leveraging RAM and SSD caching



#### TruePosition protects massive data

This geolocation intelligence company produces massive amounts of data, and their tape backup system had proved itself woefully inadequate. Now, empowered by Arcserve UDP Cloud Direct, their backups run in the background and their restores, which once took 48 hours, can now be completed in just a few minutes.



## Ensure data compliance and security

Arcserve's highly-secure data centers ensure both security and regulatory compliance—and here's how.

Arcserve UDP Cloud Direct:

- Applies SSL encryption to data in-flight
- AES encryption to data at-rest
- Operates SOC 1 Type II-certified data centers in geographically dispersed areas, in addition to having a SOC 1 Type II on the entire Arcserve UDP Cloud Direct Service
- UK Data Center (Manchester)
  - PCI-DSS
  - N+1 Power Redundancy and Cooling Redundancy



### Aero Law secures critical applications

Aero Law provides legal services to the aircraft industry. Given the critical importance of its email application and ABA's Model Rules, Aero turned to Arcserve Virtual Datacenter to protect its email data and ensure compliance.

Arcserve also observes HIPAA, ITAR, FINRA, PCI DSS, and PII, and works closely with law firms subject to the ABA's Model Rules. And, since Arcserve won't break, it's also an important part of your SOX compliance. Consider:

- **HIPAA** - HIPAA investigators levy expensive fines for erring vendors
- **ITAR** - Munitions companies must practice strict authentication procedures and data security to comply with International Traffic in Arms Regulations (ITAR)
- **FINRA** - The Financial Industry Regulatory Authority enables brokerage firms and exchange markets to self-regulate, but those firms must be prepared to prove compliance if they're audited or investigated
- **PCI DSS** - If an organization accepts card payments, and stores, processes, and transmits cardholder data, it must securely host that data with a PCI-compliant hosting provider
- **PII** - If an organization transmits and retains sensitive personally-identifiable information, it must ensure that data is secure in flight and in the cloud
- **ABA Model Rules** - The American Bar Association publishes a list of legal industry best practices, including expectations for client data security and compliance—and firms in the over 25 states that have adopted the Model Rules as state law must comply
- **SOX** - Publicly-traded companies are ultimately responsible for proving compliance

Arcserve UDP Cloud Direct helps IT teams support their compliance with these standards, leveraging stringent data security measures and features, such as role-based access control (RBAC), data access logs in customer-accessible locations, and data access controls.



## Overstretched IT departments need simplified management

### The challenge

One of the biggest obstacles IT departments face when it comes to simplifying backup management is the need for hardware. While appliances have their place, they can be cost-prohibitive when it comes to protecting data across multiple remote sites and a highly-distributed workforce.

Cloud-only backup doesn't get a free pass, either. Consumer-level cloud backup solutions offer backup management on the device-level. That means, if your IT team has distributed the product to multiple users, they won't have a way to centrally manage user backup and recovery. Worse, since consumer-level offerings can't deliver optimized WAN replication, your users will be unable to quickly and reliably backup large volumes of data.

Of course, many businesses use a hodgepodge of backup products in their data centers and remote offices—each system with its own management interface. And, it's this complex layering of niche solutions that makes backup management time-consuming and challenging, leaving those businesses vulnerable to data loss.



### TruePosition frees up time

The TruePosition team once dedicated a full-time staffer to troubleshoot and manage tape backup. Now, Arcserve's web-based management console makes managing backup extremely easy and saves hours of valuable time.

### Arcserve empowers IT teams with a simple direct-to-cloud solution

On-premise hardware serves an important purpose in your larger backup and recovery strategy, but it's not right for every situation. That's why Arcserve offers UDP Cloud Direct, a software-based service that runs in the cloud, so there's no need to deploy and manage new storage systems or physical appliances at your remote offices.

Arcserve UDP Cloud Direct is also exceptionally simple to use, thanks to its centralized, web-based management console and highly-intuitive user interface. Easily manage all of your data—from backup to recovery, and from failover to failback—no matter where it lives:

- Data and applications
- Windows, Mac, and Linux operating systems
- Physical and virtual servers with extended hypervisor support for VMware and Hyper-V

This simplicity saves IT teams valuable time in their everyday tasks—and during disasters and outages when every minute counts.

This solution also automates daily backups to online storage—and leverages existing storage for local backup as needed, too. Customize a snapshot-enabled version history or instantly recover from the web or mounted drives.



In short, if it's time-savings you're after, Arcserve UDP Cloud Direct can help:

- Deployment takes just a few minutes
- Data is stored in its native format, not in a proprietary format that must be unlocked during the restore process, making recovery exceptionally fast
- The web-based management portal empowers IT teams to access files from anywhere, making restores as easy as pointing to a file from Drive E: and moving it to Drive F:
- IT admins never have to rehydrate recovered data
- Data is transmitted incrementally, yet full files are restored in the recovery process



**McCarthy easily manages backup**

McCarthy is a large construction company with over 130 job sites across the US. Their large, complex media files once overwhelmed the distributed NAS devices. Now, the Arcserve Portal allows the team to easily manage the backup and restore status of all their sites in one centralized location.

**Benefits of simplifying your backup management**

Use case	Why it's easy
No hardware needed	Your no-hardware solution reduces the cost and complexity of protecting data at remote locations. It also frees your IT team from managing both the backup and its hardware storage; provisioning, monitoring, and repairing devices; replacing failed media; and replacing entire devices when they run out of capacity.
Set-it-and-forget-it backup	A lightweight software agent (<8MB) installs on your servers in under a minute, and setting backup policies is highly intuitive. From there on out, backup is set-it-and-forget-it simple.
Easy recovery process	It only takes a few clicks to recover files. Arcserve also layers incremental backups onto the original full backup, so recovered files and file systems are fully instantiated in their native format.
Proactive support	Arcserve's experts proactively manage your backup system's health and alert you to any issues. Email alerts and daily digest emails also report a clear status of your backup jobs.
DRaaS	Arcserve's direct-to-cloud DRaaS fails over applications with the simple press of a button, and a server can be operational in the cloud in under five minutes. Once a disaster or disruption has been mitigated, Arcserve can assist with restoring servers, applications, and data from the cloud to your primary environment.



## Businesses demand affordable solutions

### The challenge

Many backup platforms prove to be anything, but affordable. And, leveraging hardware with a highly-distributed workforce adds costs and complexity. What's more, purchase prices and ongoing maintenance expenses can be high, as IT teams typically over-provision for growth and hardware must be maintained throughout the storage system's lifecycle—not easy when you're managing multiple small offices. Even scaling the backup storage environment adds time and expense. And, as the backup product ages, you must upgrade for increased performance.

While cloud backup mitigates the cost of on-premise hardware, expenses still pile up quickly when you add premium backup for large data sets, expensive restores, and pricey extra licenses.



### Salvation Army Saves \$50K Year Over Year

The Salvation Army needed \$120,000 to upgrade their Commvault solution and purchase new licenses and support. Instead, they chose Arcserve, which rolled licensing and support into its lower purchase price. In the end, the Salvation Army saved \$50,000 annually with Arcserve.

### Affordable Arcserve empowers IT teams to do more with less

Arcserve UDP Cloud Direct is the only enterprise-grade business continuity platform that's competitively priced for large, distributed IT environments.

All-in-one pricing starts at 500GB, and includes:

- Backup and recovery
- Upfront network and VPN configuration
- DR testing and planning
- Unlimited restores and IOs

Arcserve also makes volume discounts available for larger data sets, and it doesn't adjust its pricing, depending on where your data resides—whether that means applications, platforms, or devices.

And, of course, Arcserve's direct-to-cloud solution mitigates the need to purchase hardware.

When it comes to cloud storage costs, you'll find Arcserve's pricing is also competitive with public cloud options, and its cloud infrastructure scales as your needs change. Arcserve further expands its value with plug-ins for MS Exchange, VMware, MS Hyper-V, SQL, and more.

Arcserve even helps you reduce your support costs. Many backup vendors today charge high prices for yearly support and maintenance. And, in many cases, vendors make as much or more on yearly maintenance, support, and professional services than they do on the purchase price of the solution.

In contrast, Arcserve includes 24/7/365 support at no extra charge. This means you save what might otherwise be expensive maintenance contracts that could easily cost hundreds of thousands of dollars.



### Merced College slashes costs

Merced estimated they needed \$200,000 to deploy D2D2T for backup. When they chose Arcserve for their affordable, cloud-based backup, DR, and archiving solution, they found they spent a fraction of the estimated cost.



## Get direct-to-cloud data protection now

Many businesses today face enterprise-level demands—without enterprise-level resources. That's where Arcserve UDP Cloud Direct comes in. Offering powerful data protection capabilities that are both easy-to-use and affordable, it's a solution that delivers Fortune 500 capabilities to the Fortune 5M.

Join the over 48,000 customers who protect their data with Arcserve today.

### Links to Customer Case Studies:



For more information on Arcserve, please visit [arcserve.com](http://arcserve.com)

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