

# Memo

To: All Sales Staff and Customers  
From: IT Support  
CC: Accounting  
Date: 7/11/2010  
Re: CCS Backup Service and Business Continuation Services

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## **Backup Service**

This memo outlines the new backup and business continuation service offered by Celebration Computer Service. The service launch date is July 1<sup>st</sup>, 2010.

This memo describes the backup and disaster recovery options and explains in detail the benefits of the service. Any technical questions should be directed to the IT Support department for further clarification.

## What is the disaster recovery and business continuation service?

The DR/BCS offered by Celebration Computer Service is designed to enable business to continue their business after a business interruption. Examples of business interruptions can be any or all of the following:

- Fire
- Theft
- Inexperienced employees accidentally erasing files
- Disgruntled employees deleting important data
- Water damage
- Hurricanes, tornadoes, earthquakes
- Viruses
- Hardware crashes
- Power/Lightning damage
- Many, many, more

Any number of events can cause a business to lose data. Over seventy percent of businesses that experience a major data loss due to one of the reasons listed above never fully recover from that loss and can possibly go out of business due to the financial loss caused directly or indirectly by the event.

CCS is proud to announce our DR/BCS that will ensure that nothing will stand in the way of your business. We offer solutions for offices as small as one computer to offices with hundreds of computers. One of our plans are sure to fit your budget and give you the peace of mind that your data is safe and your business will continue after a disaster.

A CCS representative will first evaluate your current system setup and then will create a custom disaster recovery quote based on your current and future needs. If, after reviewing the proposal, you decide to implement our DR/BCS, CCS technicians will work with your current IT staff to implement the portions of the plan that you have chosen.

If you do not have an existing IT staff, our trained service technicians will implement the plan and train your staff with the proper procedures to implement in case of a disaster or business interruption.

Finally, we will leave you with documentation that explains what safeguards were implemented and procedures that you can use to ensure that your DR/BCS plan is successful. In the event of an actual disaster you will have an emergency contact number that you can call to mobilize our disaster recovery team.

## What Types of Services are Available?

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Currently, CCS offers 3 DR/BCS plans. While we realize that every business is different, yours will generally fit into one of the plans listed below. Customization is available and your particular plan will be tailored specifically to your business.

### Home/Single PC Plan

The Home/Single PC Plan is targeted towards home users or users with 1 to 2 PCs to protect. This plan backs up the customer's data directly from their PC to CCS' StoreGrid servers.

The plan allows you to backup an unlimited amount of e-mails, photos, music, and other important files to our storage servers. A small program is installed on your computer that works quietly in the background looking for new or changed files.

Your data is then transmitted securely and in an encrypted fashion over the Internet to CCS storage servers. Backups can be scheduled to take place at any time and will not interfere with the usage of your computer. It will never slow down your computer or Internet connection.

With the Home/Single PC Plan recovering files is quick and easy. If you accidentally delete a file it takes just a few clicks to get them back. If your computer is damaged, stolen, or "just dies" and you lose all your files, you can easily restore them to a new computer.

The plan only offers file backup and does not permit image backups or the capability to do Bare-Metal restores.

#### Advantages and Disadvantages

Advantages	Disadvantages
Easy to setup	All backups and restores are done over the Internet. Requires a broadband or high speed Internet connection
Easy to recover files	Only backs up files and cannot backup disk images
Inexpensive (Prices as low as \$70 per year per PC)	May not be appropriate for more than 3 PCs

## Basic Backup Plan

The Basic plan backs up your company's important data to a local backup device. This ensures that, in the event of a hardware failure, your data will be recoverable. Generally this means backing up your PC/Macintosh and Server data to a local device located on your network.



Figure 1-1 – Backing up your data to a local device

### Basic Plan Advantages and Disadvantages

Advantages	Disadvantages
Simple to implement	Only protects against hardware failures for backed up devices
Low cost	No protection against fire, theft, vandalism or natural disasters
Easy to administer	Space is limited
One time purchase	Limited archival capabilities
	Requires purchased of third party backup software which may have limited capabilities
	No ability to centrally manage (either by you or CCS) backups or check status of existing backup plans
	May not be able to backup open files
	May not be able to backup server applications such as SQL, Exchange, Active Directory, and MySQL databases

The biggest advantage to the Basic Plan is that it is simple to implement and maintain. The main disadvantage is that you have no recovery options if your office is damaged due to fire, theft or natural disaster.

To circumvent these issues you can elect to have a remote copy of your data stored in our secure data center. This will give you the ability to recover your data should you have an issue at your office.

The Basic Plan is most appropriate for business customers with 2 or 3 PCs.

## Advanced Backup Plan

The Advanced Backup Plan includes all the features of the Basic Plan with one important addition. A local backup server, not just a file storage device, is included. The server is a scaled down version of the backup servers located in the CCS office.

In this plan your computers are backed up locally with the ability to maintain archival versions of your data. The backups are managed by the local server and may include Bare-Metal backups<sup>1</sup>. The data stored on your local server can then be backed up offsite to a CCS server for additional redundancy.

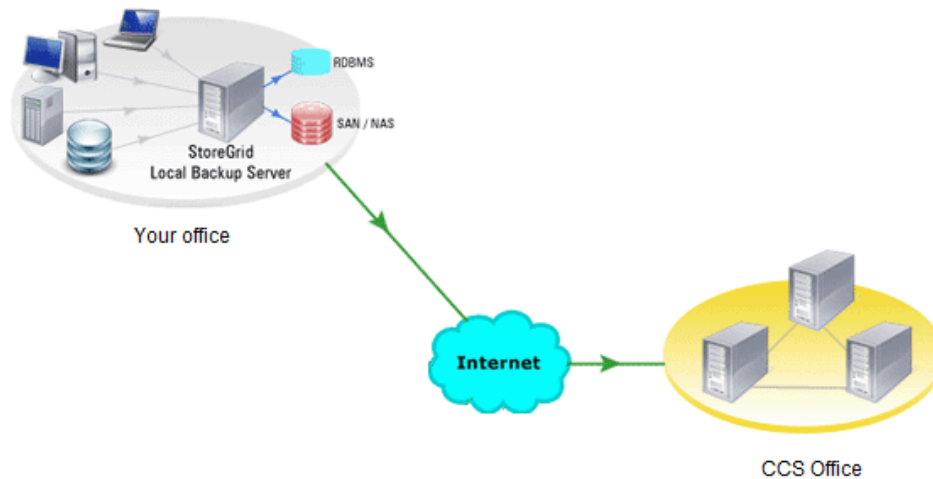


Figure 1-2 – Using a local backup server with remote replication

Advantages	Disadvantages
Backups are stored and managed locally	Requires a dedicated PC to act as the local backup server
Restores can be done from a local source which is much faster than restoring across the Internet	Higher initial cost
Data is stored locally and remotely	Needs to be professionally installed
Archival information can be retained	Requires a broadband Internet connection
Uses client/server software designed to work together for a complete backup solution	
All backups can be easily monitored and managed from a central console	
Can backup open files	
Can backup server applications like Exchange & SQL	

With the Advanced Plan you also get additional features that may not be available with the Basic Plan. All Advanced Plan customers will receive Vembu's StoreGrid technology and software that is specifically designed to work together between the clients and backup server. Below is a list of the StoreGrid features:

- Open file backup – Using the VSS (Volume Shadow Copy Service) in Windows XP, Vista, Windows 7, and Server 2003/2008. This allows you to backup files even if they are in use at the time of backup.
- Byte-level Incremental Backup – Backs up only the changed data which helps conserve bandwidth and reduces network and Internet traffic. It also helps reduce the amount of space that your backups take.
- Backing up of Exchange Server – If you have an Exchange Server you can backup down to the individual mailbox level!
- Microsoft SQL Server backup
- System State / Active Directory Backup
- Backup online to the Amazon Cloud
- External Disk Backup – This allows you to create and store off-site copies of your data at any time by backing up to an external disk drive such as a USB drive.
- Outlook backup – You can backup all Outlook items such as e-mail, notes and schedules.

## Bare-metal Restore

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One of the problematic issues with most traditional backup solutions is the dreaded computer crash or hardware failure. Let's take a look at a common scenario.

Let's say you are a business owner with a small network of three Windows 7 PCs and one Windows Server 2008 computer. You have decided upon the Advanced Backup plan described above. Everything has been running perfectly for the past six months.

One day you come in and turn on your Windows 7 PC. There is a hardware failure that is preventing you from booting the computer. You feel confident in that you can recover your data as the backup server shows that your data is safe and secure.

After your PC repair technician checks out the problem with your PC he discovers that the hard drive is defective and needs to be replaced. He replaces the hard drive and reloads your Windows 7 operating system and programs. He reinstalls all of your hardware drivers and then reloads all of your data from the backup server.

Everything is great! The issue is that this process took 4 to 5 hours or longer to complete. During the time that your PC was being reloaded you were not able to use the computer and lost productivity. To circumvent this problem you could have used the disk image or bare-metal backup and restore feature offered with the StoreGrid software. The disk image backup and restore feature allows your PC's image (including all the data, programs, and operating system) to be restored to a temporary PC for immediate use. This recovery will take minutes instead of hours which means that you can use your computer while the other one is being repaired. If your old computer cannot be repaired immediately or the repairs are delayed due to parts issues you can continue using the image of your computer on a temporary PC until the repairs can be completed to your old PC.

Once your old PC is repaired the image can be restored to it (saving time by not having to reload everything) and then any new data files that were stored on your loner PC can be copied to the repaired PC. Just imagine if the PC that crashed was your server instead of a desktop PC!

The best case scenario is that you can back up and running within minutes rather than hours or even days.

Bare-metal restores are offered only for Windows 7, certain versions of Vista, and Windows Server 2008. Bare-metal restores are only available with the Advanced Plan.

CCS offers an option that guarantees a four hour response time with a spare PC for you to use for up to 30 days.

## Which Option is Right for You?

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That depends. It all depends on your tolerance to a hardware failure. The most important question that you have to answer is “How long can your company exist without its critical data?” Another important question is “Can my business go on without my important data?”

Let Celebration Computer Service create a custom data recovery and disaster plan for you. We will create a customized plan along with pricing that you can afford to ensure that your business continues in the event of any disaster.

Call us today, before it is too late.