

IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.



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IBM Resiliency Services

Cloud for “always on” business resiliency

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Agenda

- Unforeseen risks and tolerance to downtime
- Using business resiliency planning to your advantage
- Protect your business with IBM Cloud Data Virtualization





“Our staff don’t play games.”



cut end with duct exposed

“Excavations next door aren’t a disruption to our business”



“Rats aren’t a risk.”



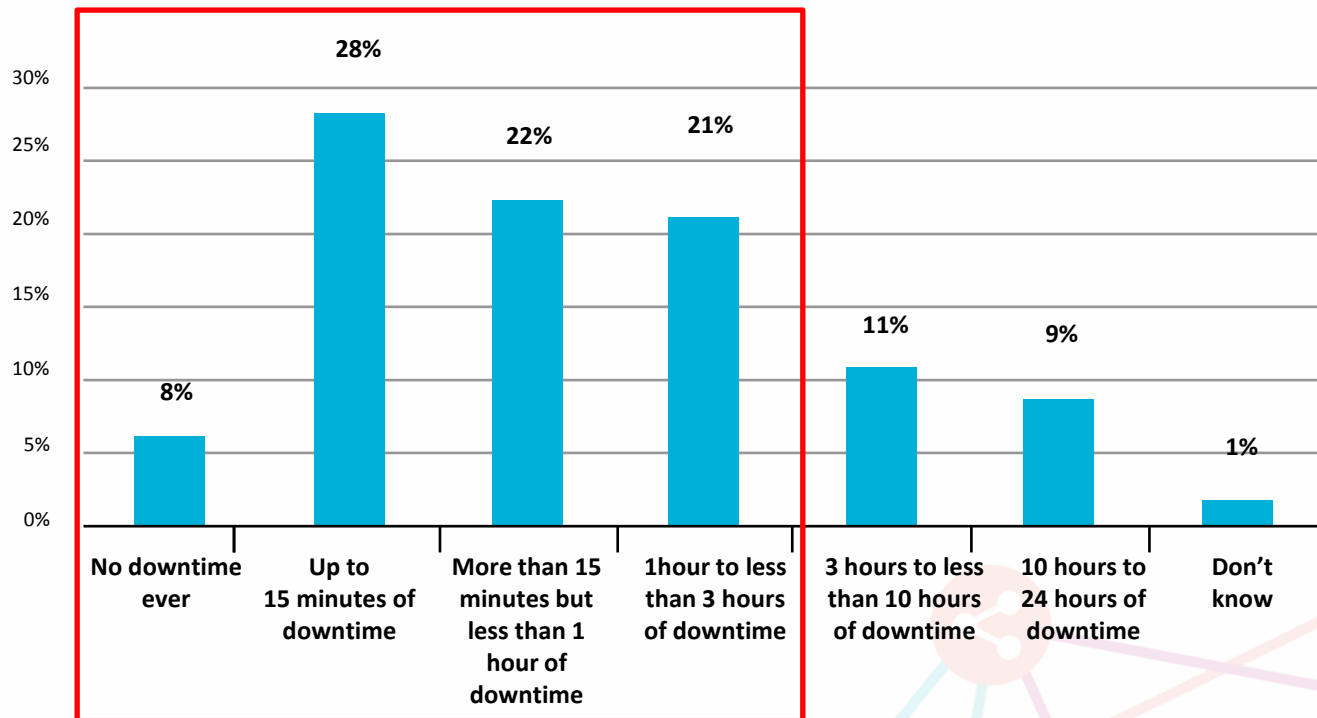
“Forklifts aren’t a risk to I.T.”



“It’s OK, the office has aircon.”

With business always connected, how much downtime can you afford?

Amount of downtime organizations can tolerate



79%

¹The Enterprise Strategy Group Inc., 2013



Calculating the real costs of downtime

Finances

- Drop in stock price
- Lost deals
- Disruption of cash flow
- Lost discounts
- Missed payments

Loss of reputation

- Negative impact to company reputation
- Damaged relationships with customers, suppliers, partners, or investors

Revenue

- Direct revenue losses or loss of future revenues
- Losses due to investments not made

Miscellaneous costs

- Temporary staff
- Travel expenses
- Equipment rental

Productivity

- Employees who cannot perform their jobs
- Missed deadlines

Regulatory

- Inability to meet compliance requirements



Optimized resiliency planning benefits

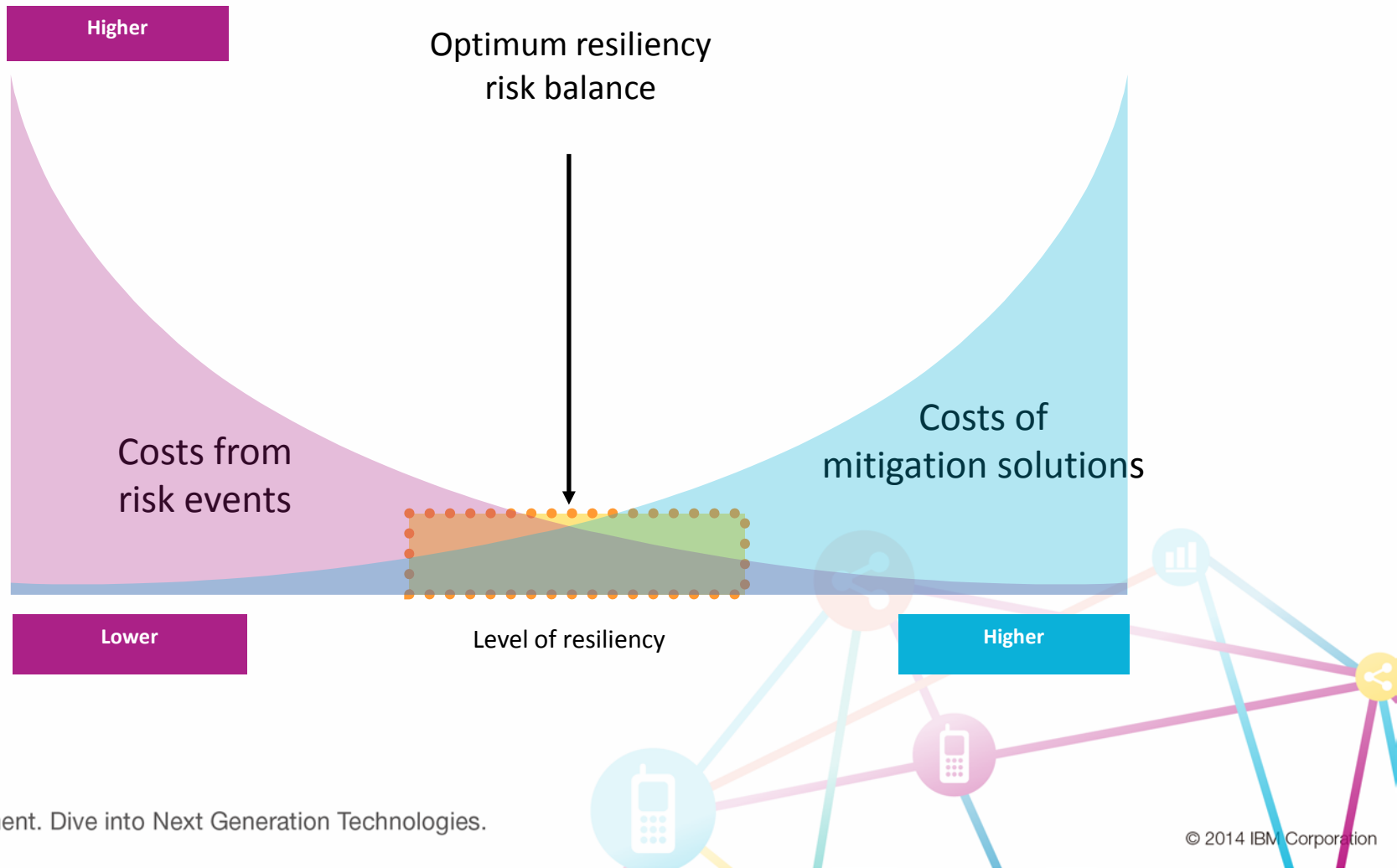


- Streamline business impact analysis (BIA) and risk assurance (RA) processes
- Build business cases for executive support and investment
- Embed resiliency within the enterprise instead of bolting it on later
- Business continuity plans (BCPs), disaster recovery plans (DRPs) and integrated resource plan (IRPs) are always complete and up-to-date

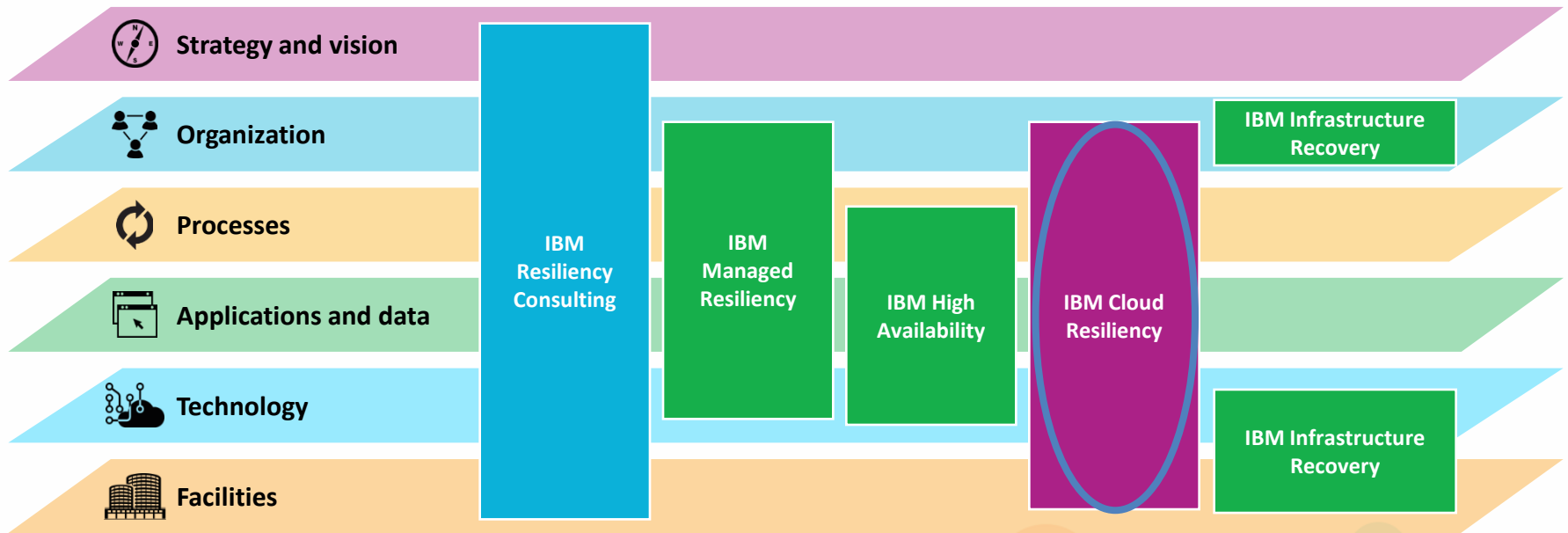
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We can help you balance risk and resiliency cost



IBM end-to-end resiliency services: built in, not bolted on



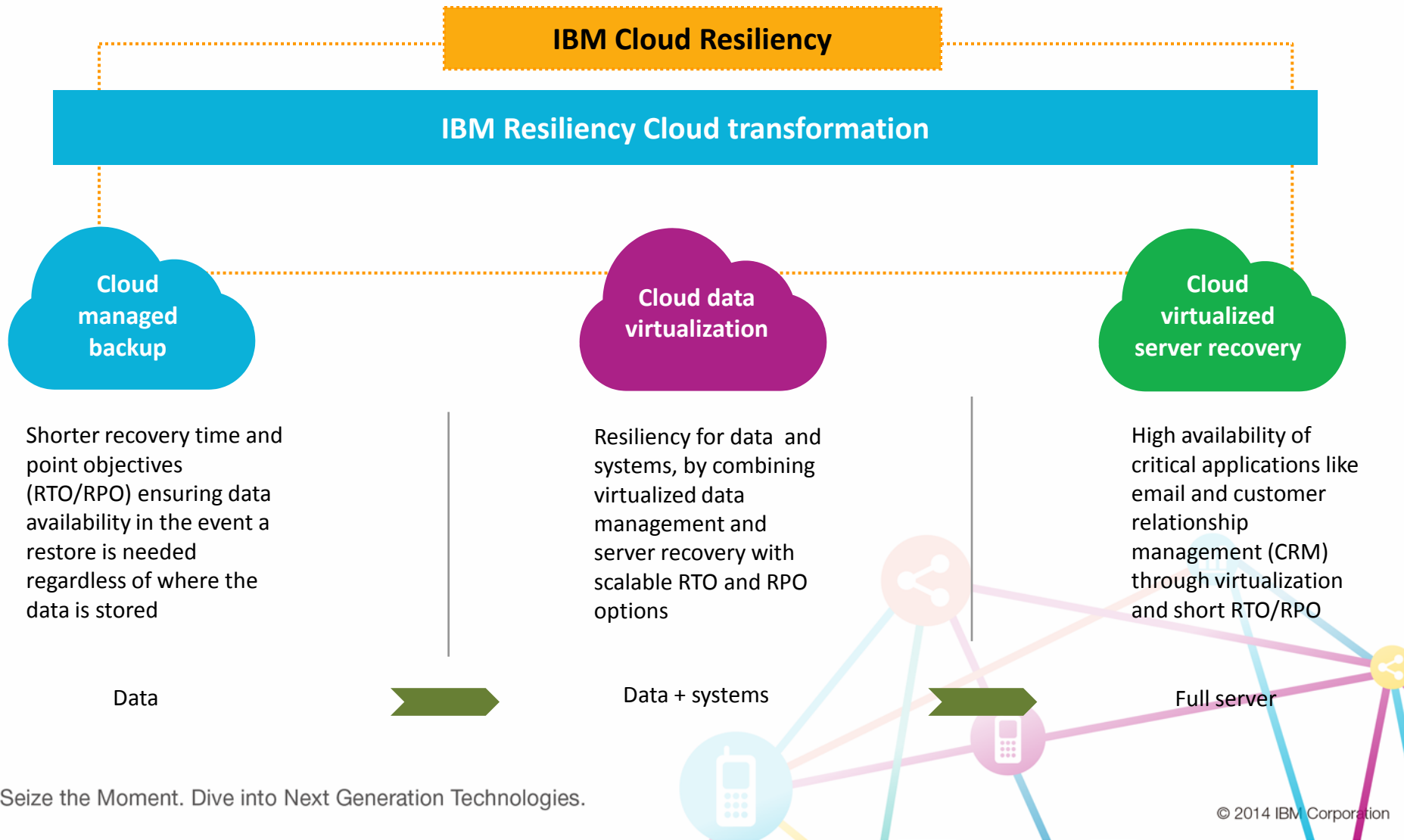
Legend

Consulting services

Managed or Hosted services

Cloud services

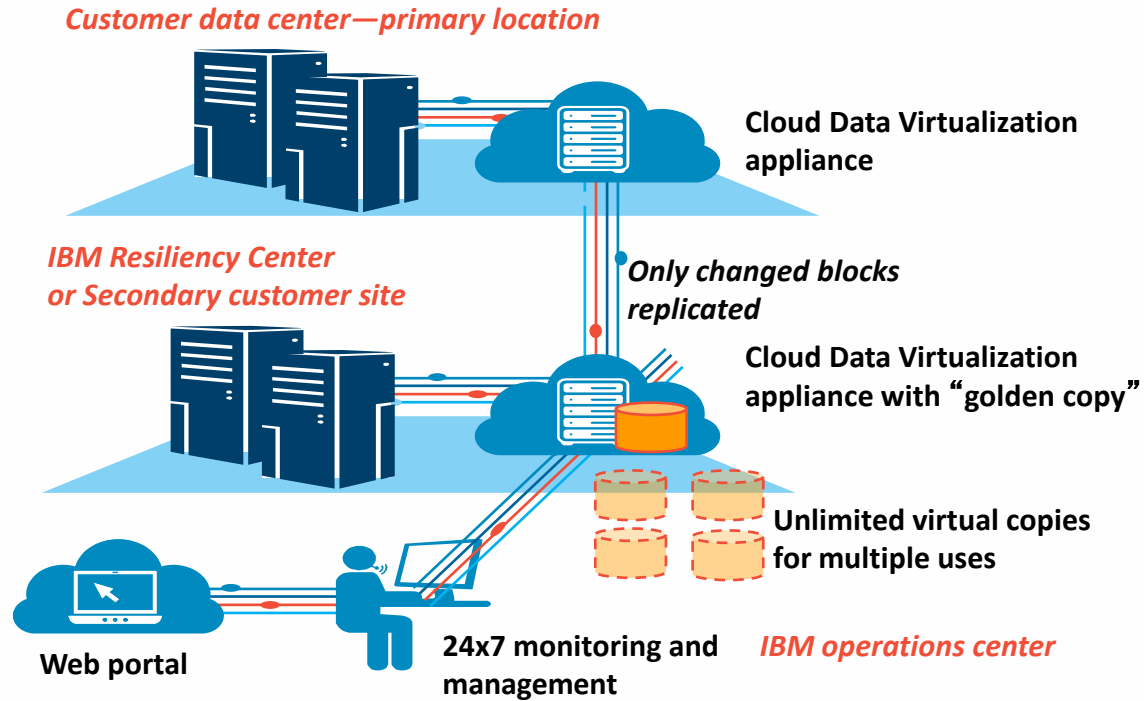
Optimized resiliency planning benefits



IBM Cloud Data Virtualization

Smart Cloud Data Virtualization is designed to:

- Create a one-time “golden copy” of production data
- “Golden copy” to provide support for 5 problems: Backup, DR, test/dev, archive & analytics
- Enable quick data recovery at the file, folder or server level



CDV success with AP finance institution

- Existing Data warehouse solution (8TB SQL DB-s) were not being successfully backed up within the allotted window
- New test systems took over 3 days to build, now down to 30 min
- 30 day PoC proved that CDV could do regular data warehouse backup in 5mins – they converted the PoC to their actual golden copy solution
- Expected TCO savings of ~30%

IBM can provide industry-specific global expertise, locally

Our vast resources include:

- **100 % success rate** in engagements with clients who have declared a disaster¹
- **More than 50 years** of business continuity and disaster recovery experience
- **More than 6,000 professionals** dedicated to business continuity and resiliency



¹Based on IBM client engagement data



Thank you for your time today 😊

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