Quest™

Keeping business on track

Datastring protects customer data with seamless backups and instant recoveries to avoid costly downtimes and user interruptions.

BUSINESS NEED

Organizations must have continual access to their critical data. As a managed service provider, Datastring needed to find a reliable way to achieve this.

SOLUTION

Datastring turned to Rapid Recovery® for proven, flexible, fast data recovery support.

BENEFITS

- Averted data-related disasters
- Recovered clients' data onsite or off-site instantly
- Protected customer systems, apps and data
- Eliminated costly downtime
- Ensured zero impact to users
- Provided continuous snapshots of entire server environments

SOLUTIONS AT A GLANCE

- Rapid Recovery

"Businesses need to be up and running as soon as possible. You can backup all day long. It's the restore that counts."

Darragh Canavan
Sales Director, Datastring

As a young, emerging company based in Ireland with operations in the United States and England, Datastring provides managed database services to a diverse customer base. With more than 50 years of combined industry experience, its expert team oversees every aspect of its customers' backup and disaster recovery processes — and protects the data whether it resides on physical, virtual or cloud servers. The company's complete monitoring service offers a speedy, proactive response to data-related emergencies.

> "Rapid Recovery gives our customers a whole new world of recovery options."
>
> *Darragh Canavan*
> *Sales Director*
> *Datastring*

THE IMPORTANCE OF SPEEDY RECOVERY

Organizations have long understood the need to store critical data off-site, including files, folders, emails and databases. However, traditional storage and backup methods had their limitations and created challenges for businesses. Eventually, online backup evolved as a better option. But, many organizations didn't fully realize if their online server wasn't available that potentially lengthy, costly downtimes and even a rebuild could follow. That's especially true with most businesses relying so heavily on the availability of their IT systems.

"Companies focus more now on recovery," says Darragh Canavan, sales director at Datastring. "Just having an online backup isn't sufficient anymore. It's not a guarantee you'll be able to restore your data — or do so quickly. Businesses need to be up and running as soon as possible. You can backup all day long. It's the restore that counts."

As a cloud service provider (CSP), Datastring encourages its clients to integrate multiple types of backups for greater data protection. With onsite replication, the company places a small or large server appliance on the company's premises. Datastring then replicates the production servers. The appliance transfers the replication off-site to a Datastring facility, which provides the customer with tiered-recovery options. For example, the client can recover its data locally or via Datastring's cloud. Also, Datastring

offers a sub one-hour recovery option for customers that require high availability in a full disaster recovery scenario, and a sub four-hour option for less critical server situations.

THE REAL-WORLD COSTS OF DOWNTIME

How much exactly does a data-related disaster cost an organization? That's impossible to forecast because of the variables involved in each situation, including the type of business and the overall reliance on their systems. But, it's possible to make some realistic projections.

By calculating some typical figures for a mid-sized business, it's reasonable to project the total costs of eight hours of downtime (including employee compensation and number of employees affected), lost revenue (including average hourly revenue generated) and non-recurring expenses (including employee overtime, hardware repairs and contractor repair fees) at approximately $60,000.

If the downtime impacts a customer-facing website or application, the final cost could be significantly higher as the toll of other potential issues — such as heavy customer support call volume, user frustration and eroding consumer trust — must be considered.

PRODUCTS & SERVICES

SOFTWARE

Rapid Recovery

Quest

RELYING ON RAPID RECOVERY®

Datastring targets two primary types of audiences: enterprise, mid-sized and government organizations that typically have internal IP operations and multiple branches, along with managed service providers (MSPs). To help its broad client base accelerate backups and minimize the possibility of downtime, the company sought a solution it could easily and effectively deploy with all its end users.

Datastring chose to work with Rapid Recovery ® from the company's inception. Some key employees used this solution with previous organizations, and felt the flexibility it offered as a full onsite and off-site server application would be ideal for Datastring's clients. "Rapid Recovery gives our customers a whole new world of recovery options," says Canavan.

The CSP regarded Rapid Recovery as the best onsite replication tool available. "It worked flawlessly during testing," explains Canavan. "And it's so versatile. We could essentially take a replication copy, store it and spin it up on request. Or we could play it into a virtual stand-by so the customer has quicker access to the recovery copy. Combine that with Rapid Recovery's overall functionality and pricing, and it was the obvious choice for us."

Datastring also viewed Quest's® reputation as a key sales point for its customers, and also thought teaming with a proven industry leader would give its tech support some peace of mind.

BENEFITS TO CUSTOMERS

By using Rapid Recovery from day one, Datastring was able to achieve the following for its customers:

- Avert data-related disasters

- Recover data onsite or off-site instantly

- Protect systems, apps and data

- Eliminate costly downtime

- Ensure zero impact to users

- Provide continuous, application-aware snapshots of an entire server environment

- Help fulfill compliance requirements

As an example of avoiding potential disasters, multiple ransomware attacks against Datastring customers have been defused by simply rolling back to pre-infection status, and then safely removing the virus.

Rapid Recovery has also allowed Datastring's MSP recruitment to "grow through the roof," says Canavan. "Our MSPs have embraced the value of having onsite and offsite replication, as well as it cost-effectiveness." In short, Rapid Recovery played an important role in enabling the start-up to establish a reputation throughout the United Kingdom as the premier data protection specialist.

ABOUT QUEST

At Quest, our purpose is to solve complex problems with simple solutions. We accomplish this with a philosophy focused on great products, great service and an overall goal of being simple to do business with. Our vision is to deliver technology that eliminates the need to choose between efficiency and effectiveness, which means you and your organization can spend less time on IT administration and more time on business innovation.

View more case studies at Quest.com/Customer-Stories

Quest