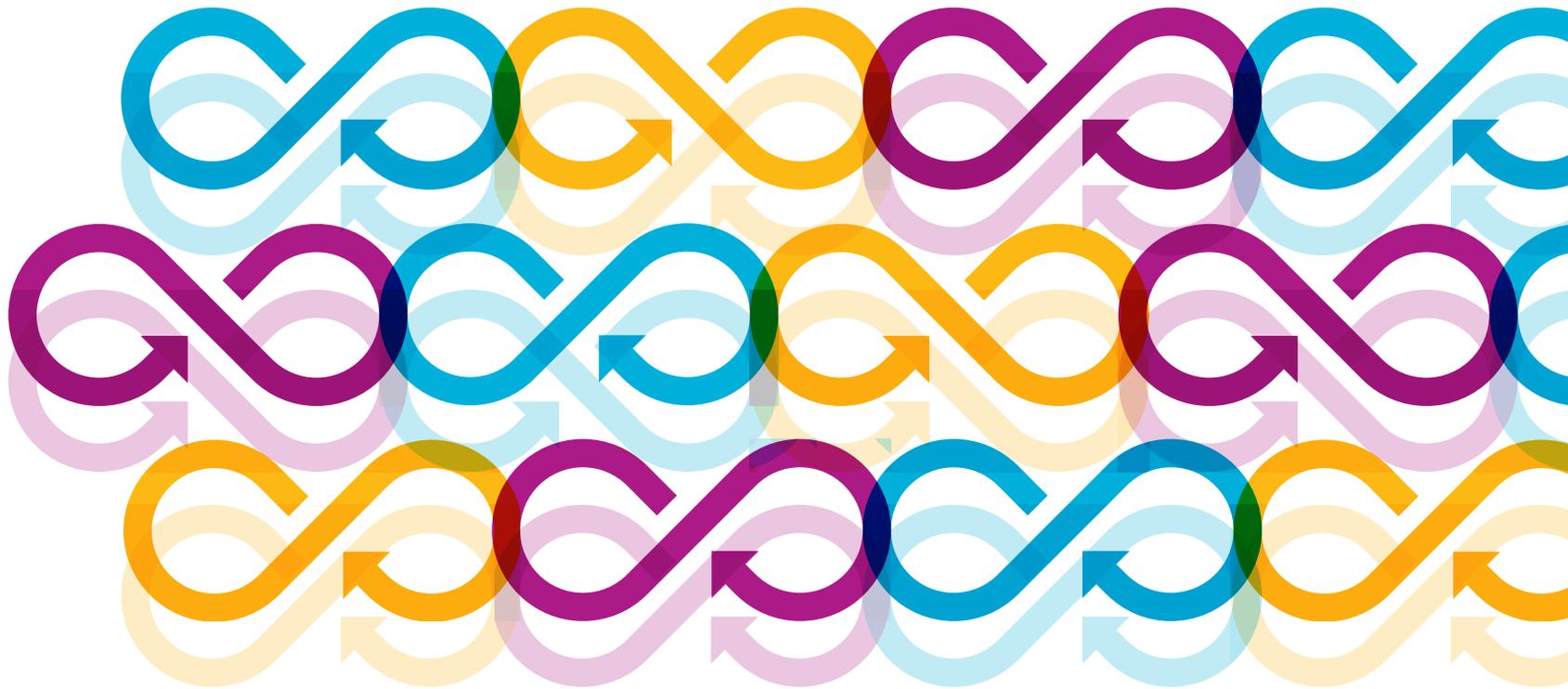# IBM Resiliency Services:

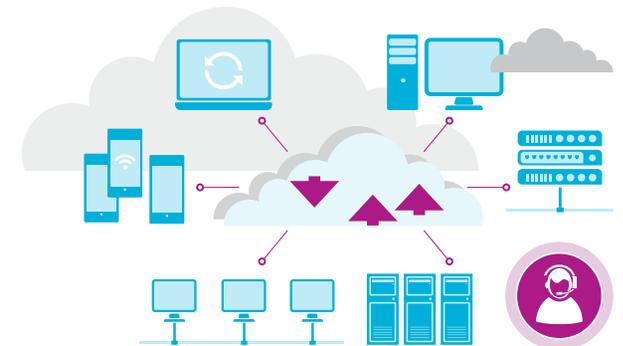*Always there, in an always-on world*

How did we get here?

Two IT professionals are experiencing frequent business interruptions that are beyond what a traditional disaster recovery solution can address. As a result, they want to learn more about how IBM can help them maintain around-the-clock uptime. They explain to an IBM resiliency advisor:

Back when most of our data and systems were in internal data centers, we didn't really have to worry about resiliency that often.

So much has changed since then. Now, with our data scattered across the cloud, social networks, mobile devices and numerous service providers… we're struggling to keep everything available in an always-on world. Not to mention manage things like compliance and deal with security threats coming from so many directions. It shouldn't be this hard. Bottom line: **We need a trusted advisor to help us stay available and handle whatever comes our way**.

| Challenges | How can we help? | Solutions | Why IBM? | Success stories |

We understand the resiliency challenges of an always-on world, and we can help.

In the modern world of big data, mobile devices, social networks, and the consumerization of IT and cloud, there's a lot of opportunity. But there are also lots of challenges, such as viruses, hackers, insider sabotage and customer demands for 24 x 7 IT availability. However, to get ahead in this always-on world, you have to put your business out there. And stay out there.

A recent study found that a 20-minute outage can cost a company over US $1 million, and most of that cost is due to reputational damage, along with lost productivity and revenue.[1] You just can't afford downtime.

In the past, traditional disaster recovery measures gave you peace of mind that you could keep going in the face of disaster. **Now, in the new era of "always on," you need a trusted advisor to help you maintain uptime, reduce costs and simplify management**.
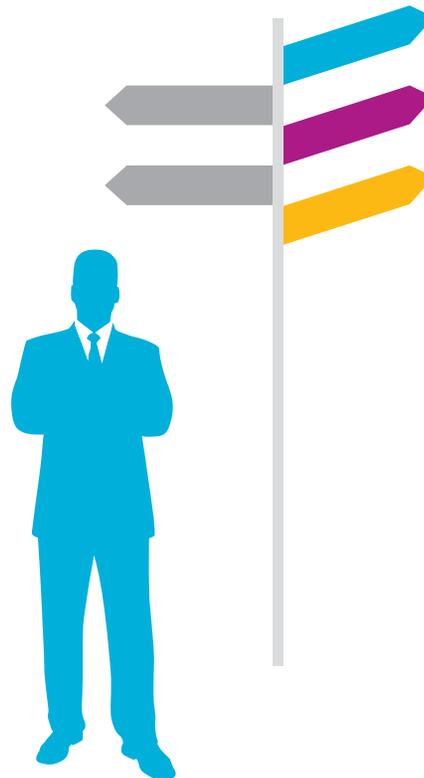
A recent study found that a **20-minute outage** can cost a company over **US $1 million**

| Challenges | How can we help? 1 2 3 4 5 | Solutions | Why IBM? | Success stories |

Helping you choose the right path to resiliency

You've outgrown traditional disaster recovery, and you're ready for more. So where do you go from here? That depends on what you need and where you want to go with resiliency.

Click a path on the right for options that fit your situation.

Seek assistance with resiliency

You're managing resiliency in-house and looking for an IT service provider to help you strategize and streamline your continuity efforts.

Optimize your resiliency

You have resiliency plans and capabilities, but they need to be reinvigorated to help you save time, effort and costs. Or perhaps your resiliency plans aren't working, and you want to change your service provider.

Take resiliency to the cloud

You need to reduce costs and management with cloud-based resiliency.

Seek assistance with resiliency

Resiliency begins with a risk-centric plan

So you're just starting to consider your resiliency program, and you need help to develop and implement it.

IBM can **assess** your resiliency capabilities so you can better understand the impacts of the opportunities and threats you're facing, and invest in managing the right risks—at the right price.

We can also **design** actionable resiliency plans or programs to help keep your company running through almost any circumstance. Plus, we can create a governance structure designed to keep your resiliency strategies current.

Of course, we can **also test** these plans to help them meet your requirements. And once you create your resiliency program, we can provide **program management services** to oversee it.

Let's explore the IBM Resiliency Services offerings.

Did you know?

60% of organizations surveyed do not have a fully documented disaster recovery plan.[2]

Challenges

How can we help?
1 2 **3** 4 5

Solutions

Why IBM?

Success stories

IBM

Optimize your resiliency

You may be having issues managing downtime, controlling costs or just keeping all of your data and systems available and secure. You may need fresh expertise to help improve your situation. That's where **we can help**.

IBM can provide **cloud-based infrastructures** or **dedicated and security-rich data centers** with **managed services** to help you optimize your availability.

We also offer **availability management services** to help analyze and resolve outages and create strategies to avoid future downtime. We can even provide dedicated program managers who oversee your resiliency projects, which can free you for other priorities.

Plus, you can use our **consulting services** to refine your resiliency program, so you can **realize the benefits** of more effective business continuity strategies and plans.

Let's explore the IBM Resiliency Services offerings

Challenges

How can we help?
1 2 3 4 5

Solutions

Why IBM?

Success stories

IBM

Take resiliency to the cloud to streamline management and costs

You may need a faster, easier way to manage your resiliency needs. Perhaps it's taking you too long to get your systems back up and running when outages occur. Or maybe the cost and effort of maintaining resiliency infrastructures is overwhelming your teams—and your budget.

If so, you may have reached a tipping point for cloud-based resiliency.
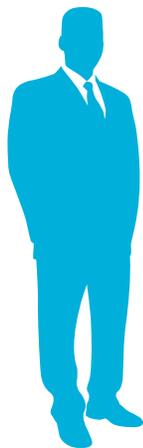
Taking resiliency to the cloud can help you:

- Improve recovery time, from days to hours or minutes
- Gain tailored delivery models
- Get robust scalability to support business and data growth
- Benefit from pay-as-you-go pricing
- Gain more flexibility; for example, workloads that can evolve with business needs
- Integrate with traditional environments and other cloud environments
- Enable data portability
- Promote greater agility, such as more rapid provisioning of new disaster recovery services designed to provide more effective self service

Let's explore the IBM Resiliency Services offerings.

See if you've reached a tipping point for cloud resilience.

View the infographic ▶

IBM

Five solutions for always-on business resiliency

Strategy and vision	
Organization	Infrastructure Recovery from IBM
Processes	
Applications and data	
Technology	
Facilities	Infrastructure Recovery from IBM

Resiliency consulting from IBM

Cloud resiliency from IBM

High availability services from IBM

Managed resiliency from IBM

Click each bar in the chart for more information.

■ Consulting services
■ Managed or hosted services
■ Cloud services

IBM

Solution 1

Create a resiliency plan through consulting services from IBM

Resiliency consulting services from IBM help you assess and prioritize your business and IT risks. Using our time-tested IBM Resiliency Framework, we can examine your business strategy and vision, organization, processes, applications and data, technology, and facilities against three types of threats: business-driven, data-driven and event-driven. Then, we can develop and implement effective solutions to address them. This includes helping you align your resiliency budget to the right risks.

This could really help us get on the right track.

We offer:

A start-to-finish program
Help improve your business continuity and resiliency with services ranging from planning and implementation to steady-state operations and governance.

Customized consulting
Address strategy, organization and processes with technology and facilities that fit your needs.

Flexibility and agility
Develop strategies for reacting to changing regulatory requirements.

Improvement opportunities
Gain the ability to reduce costs and increase efficiency in your IT recovery operations.

Download the data sheet ▶

Did you know?
Only 60% of employers believe that their employees would know what to do in a disaster.[3]

| Challenges | How can we help? | Solutions 1 2 3 4 5 6 | Why IBM? | Success stories |

Solution 2

Adopt a cloud-based resiliency strategy via our cloud resiliency offerings

Cloud managed backup from IBM can provide cloud-based data backup and vaulting, and delivers a 99 percent backup success rate and faster recovery.* The offering helps you achieve shorter recovery time and point objectives (RTO/RPO) to promote near-continuous data availability if a restore is needed—almost regardless of where the data is stored.

Learn more ▶

Cloud data virtualization from IBM offers cloud-based protection of critical data, without generating multiple copies, for more efficient use of storage and faster recovery. The service is designed to improve your resiliency for data and systems by combining virtualized data management and server recovery with scalable RTO and RPO options.

Learn more ▶

Cloud application resiliency from IBM helps provide resilient application hosting by using the IBM Private Modular Cloud solution, including data backup and application recovery. The solution can enable application resiliency through a resilient local cloud for application hosting, which helps provide shorter RTO/RPO for mission-critical applications.

Learn more ▶

Cloud virtualized server recovery from IBM is designed to deliver cloud-based failover for virtual and physical machines for near-instantaneous physical-to-virtual and virtual-to-virtual recovery. The offering facilitates higher availability of critical applications, such as email and customer relationship management (CRM), through virtualization and shorter RTO/RPO.

Learn more ▶

Our cloud resiliency solutions are designed to provide cloud-based application and information resiliency enabled by virtualized recovery. Click each link for more information on the offering.

Impressive. These solutions sound like a great way to improve our efficiency, cut costs and reduce management. But what about our systems availability issues? We've had lots of business interruptions over the past year, and not one has been related to disasters.

*Based on IBM testing and previous client engagements.

Solution 3

Maintain near-continuous availability with high availability services from IBM

High availability services from IBM can provide consulting and services to implement high availability IBM Geographically Dispersed Parallel Sysplex™ (GDPS)[4] solutions. The offering is designed to provide a fully automated, thorough solution across single and multiple sites. By helping automate recovery, it can reduce downtime to minutes. In addition, recovery can occur even if your IT staff is unavailable.

Depending on your needs, we can provide **availability management** or **implementation services to help**:

- **Decrease risk** by addressing potential threats to business continuity, ranging from natural disasters and facility disruptions to technology equipment failure
- **Deliver a detailed application** and data availability solution within a single site or across multiple sites
- **Automate recovery procedures** for planned and unplanned outages to provide near-continuous availability and disaster recovery
- **Monitor systems and disk and tape subsystems** that support open and IBM copy technology architectures, including Hitachi Data Systems and EMC Corporation solutions
- **Simplify** Sysplex and server management tasks
- **Save time** through an easier-to-use interface from a central control point
- **Contain costs** by using strategic investments to protect critical IT assets that need it most

We may need more skills to manage our resiliency program. Do you offer any managed services?
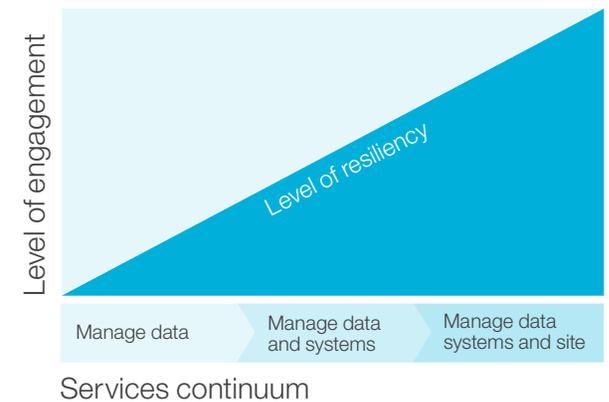
Solution 4

Free your staff to work on core business initiatives with managed resiliency services from IBM

Managed resiliency services from IBM support continued operations despite disruptive events. Our offering helps you balance workloads and protect your critical systems with near-zero recovery times.

Our managed resiliency services can help:

- Manage your business resiliency services for you either fully or partially
- Reduce capital expenditures, and monitor and manage operating expenses and service levels
- Manage compliance for regulatory and industry requirements
- Deliver the most cost-effective services to help achieve the highest availability

Managed resiliency services from IBM

Level of engagement

Level of resiliency

Manage data | Manage data and systems | Manage data systems and site

Services continuum

Now we're talking. This could really address our skills gap. Just one more thing: We still need traditional disaster recovery solutions.

Solution 5

Recover your IT assets more rapidly with infrastructure recovery services from IBM

Infrastructure recovery services from IBM
facilitate enhanced recovery and availability for
your systems, data and applications to help you
respond to a disruption more rapidly and cost
effectively. We use both technology and automa-
tion to aid IT recovery while better managing costs.

Our customized recovery solution can recoup
your data to the point of failure. We can also
classify critical business information and provide
high-quality online data backup services and
data-mirroring facilities to help reduce loss of
crucial business data.

We provide:

- IT recovery, work area recovery and rapid
  recovery solutions to support business
  recovery time
- Access to IBM's 150 global resiliency centers
  for testing and disaster declaration
- Dedicated support personnel available around
  the clock to assist you

Download the data sheet ▶

And there you have it: Simple, cost-effective
ways to take resiliency to the next level.

IBM is a trusted advisor for continuity,
resiliency and security in an interconnected
world, where data is the new natural
resource and users expect no less than
"always on." We can support the continuous
availability of your business in the face of
virtually any opportunity or threat. And we
can do so across practically all layers of your
enterprise or your public, private or hybrid
cloud environment.

When you're ready, we are always there to
help you stay resilient in an always-on world.

IBM

Why IBM?

Always there, in an always-on world

IBM Resiliency Services can be a trusted advisor for virtually all of your business continuity needs. Using our vast resources, time-tested methodologies, industry-leading cloud capabilities and comprehensive portfolio, we can guide you through everything from building and managing a resiliency program to transitioning to the cloud to maintaining practically always-on operations.

IBM Resiliency Services offers an almost unparalleled resiliency infrastructure, which consists of more than 1,800 business continuity and resiliency professionals, over 150 resiliency centers in 50 countries, and approximately five million square feet of floor space for disaster recovery with 41,000 work-area seats. That infrastructure is backed by more than 50 years of business continuity experience and an exemplary track record of success. Combine this with IBM's

hardware, software, security and technical support solutions, and we can serve as a one-stop shop for nearly all of your IT needs.

IBM Resiliency Services:

- Is designed to provide extensive guidance and consulting on the resiliency strategies that are most appropriate for your needs
- Uses cloud as the primary means to help reduce costs, ease management and provide a highly scalable, security-rich and reliable platform to help safeguard your business
- Offers public, private and hybrid cloud resiliency solutions that can enable you to more easily integrate your systems of record and systems of engagement to gain visibility, control and services automation
- Helps you increase IT uptime through several high availability offerings—and a thorough approach to resiliency that helps optimize the technology, processes and organization of your IT environment

Begin your resiliency transformation today.

- **Start with an IBM IT Risk Management Workshop** to get a holistic assessment of risks across multiple layers of your business, including your processes, technologies, applications and data as well as your physical IT infrastructure and facilities.

  Learn more ▶

- **Attend an IBM Continuous Operations Risk Evaluation (CORE) Workshop** to help determine your organization's ability to provide continuous business operations.

  Learn more ▶

IBM

Resiliency client success stories

Bank turns to IBM to improve resiliency, continuity capabilities

A major bank in Canada needed to improve its continuity and resiliency services in accordance with governmental regulations while protecting itself in the event of disaster. The bank worked with IBM to deploy a cloud managed backup solution to enhance its risk management strategy, gain additional data storage and improve the availability of applications and data. The IBM solution helped the bank meet government standards by shortening its RTOs and RPOs while strengthening the availability of its core banking applications.

Insurance company turns to IBM for server resiliency

A large insurance company in the Middle East suffered from frequent service interruptions. With an influx of new customers, the company needed to improve RTOs and RPOs, along with availability and operating efficiency. IBM deployed a cloud virtualized server recovery solution to improve continuity and server availability. This solution also helped the organization deploy new applications and services more quickly and efficiently to meet its customers' needs. Finally, the solution enhanced the company's ability to recover from outages or disasters.

Managed services at work in a large drugstore chain

A large drugstore company in South America had been supporting its network of pharmacies via five data centers scattered across an entire country. To improve service levels and resiliency operations, the company wanted a centralized data center. It worked with IBM to implement a managed resiliency solution. IBM centralized the chain's data center operations at an IBM facility in the business's home country and deployed cloud computing technologies to back up applications and data. We also provide around-the-clock monitoring, administration and support. As a result, the drugstore chain expects to reduce resiliency costs by up to 30 percent over the next five years. It has also strengthened its business continuity plans and improved its infrastructure performance and availability.

IBM