

Nominee: Barracuda Networks

Nomination title:

What are your product's key distinguishing features and/or USP?

Barracuda Backup is a single-vendor backup and recovery solution that unifies hardware, software, in-line deduplication and offsite cloud or private replication. Unlike the multi-vendor backup solution options that charge licensing fees per server and application, Barracuda Backup provides customers with a single and cost-effective data protection solution that can be used for both physical and virtual environments. It makes the backup and recovery process smooth, simple and efficient by integrating appliance, software and cloud access for fast data restores.

Barracuda Backup benefits businesses that use a combination of physical and virtual servers, unlike other backup solutions on the market. It provides a single solution that protects physical servers and virtual machines at the same time with unified policy management. It also provides businesses with a flexible backup solution by enabling them to choose whether to send their backups to the cloud or to another device. Remote users are therefore able to access data from their computers, tablets or smartphones, promoting efficient and flexible working and data protection. This also benefits customers who do not want to store critical data in the cloud and expose it to an Internet connection – something that is not always an appropriate option. Barracuda's Local Control with Barracuda Backup is straightforward to use and allows businesses to manage their backups in a private network environment.

Furthermore, Barracuda's Cloud-to-Cloud Backup solution makes backup and recovery even more secure and efficient. By allowing businesses to replicate the data stored in one secure cloud environment to another, in an encrypted form for protection from unauthorised access, Cloud-to-Cloud Backup gives our customers peace of mind that their data will always be secure and accessible. It also makes it easy to search for and retrieve lost data, making it a great disaster recovery solution.

Barracuda Backup also stands out from the crowd because of its capacity to reduce business' storage needs and bandwidth requirements with Barracuda inline deduplication. Data is deduplicated as it is received, reducing the cost of backups and the need to fully complete the backup and replication process. The greatest level of deduplication can be achieved as Barracuda's advanced variable block deduplication analyses the type and size of the data and sets a block size.

What tangible impact has your product had on the market and your customers?

Barracuda Backup saves our customers time and resources. When using tapes or hard drives to backup business data, customers would have been required to manually manage the process by scheduling backups and they would only be able to achieve one instance of the backed up data. These traditional forms of backup do not enable users to view a revision history and select the correct historical version to restore, making them an ineffective recovery solution. These physical backups also need to be transported offsite for secondary copy in the event of an internal system failure or disaster.

Barracuda Backup significantly reduces this burden and provides our customers with a more efficient and effective solution. It integrates local and offsite backups and provides secure data transfer. Businesses can also save time with Barracuda Backup's easy to manage automated backups, which can be set to specific times. Also, Barracuda Backup's offsite vaulting feature removes monthly and yearly revisions from the business' local appliance and stores them securely offsite, freeing up storage space for our customers. Barracuda's inline deduplication also reduces customers' storage footprint, while shortening backup and replication times.

What are the major differentiators between your product and those of your primary competitors?

Unlike many products and solutions on the market, Barracuda Backup provides businesses with the best of both worlds when it comes to data backup and disaster recovery. It offers onsite backups for the fastest restore times as well as secure offsite storage for disaster recovery. This integrated approach along with the product's flexible monthly, quarterly or yearly offsite data replication options make it a unique comprehensive and user-friendly backup solution.

Barracuda Backup can be differentiated from competing products in the way it creates local copies of protected data and transfers this to a secure offsite environment, without adding burden to the production servers. As part of our customers' subscription, this offsite storage environment is monitored and managed by Barracuda Central. Unlike a number of competing backup solutions, Barracuda Backup is comprehensive, flexible and efficient. It produces three secure copies of business data and provides several different restore methods. It also enables customers to enforce specific backup policies for various types of data, making it easy for them to manage their data and comply with industry-relevant compliance regulations.

Please supply any supportive quotes or case study material to demonstrate the value of this product to your customers or partners.

European Tour makes data backup and recovery simple with Barracuda Networks

“The Barracuda Backup 990 automates many of the routine tasks that are both time-consuming and prone to human error, and it copes effortlessly with many small daily changes that take place in a network such as ours. This has removed a lot of stress from our lives and made the day-to-day running of the IT department a much calmer affair.

“The best thing of all is that the entire backup and recovery process can be monitored and controlled from a single screen. This gives us fantastic insight into network performance and a high level of confidence that everything is running as it should be. Any problems are proactively highlighted, and we can deal with them before they cause any issues for the organisation.

“It’s so intuitive that everyone at the organisation can recover their own lost or deleted files with minimal assistance from us. Contrast that with the days where we had to go rummaging through the tape archive and try to identify which particular file they were looking for, and you can see why we’re so overjoyed as this particular feature!”

Graham Gifford, IT Director for the European Tour

Why nominee should win

- Integrates onsite and offsite data backup and recovery solutions to provide a unified and comprehensive solution that protects business-critical data and allows for quick and simple disaster recovery.
- Provides a flexible backup solution that enables businesses to get the benefit of both physical and virtual backup environments.
- Managed and monitored centrally to provide smooth and comprehensive administration and data protection.
- Frees up valuable storage space and bandwidth requirements with offsite vaulting, compression and deduplication.
- Offers Cloud-to-Cloud Backup which replicates data from one secure cloud environment to another, in an encrypted form, so it is always secure and accessible.

