

Nominee: Databarracks

Nomination title: Backup as a Service is the way to go!

Databarracks has been providing managed, hosted and cloud services to the UK market for over 12 years. Offering some of the most secure cloud services in the world, services include Infrastructure as a Service, Backup as a Service and Disaster Recovery as a Service, delivered from UK-based, ex-military data centres. Databarracks also provides a suite of managed services built for Amazon Web Services (AWS) and a Hosted Exchange service. Databarracks is certified by the Cloud Industry Forum, ISO 9001 and ISO 27001 certified for Information Security and has been selected as a provider to the G-Cloud framework. Our service is built upon technology designed specifically for the cloud; VMware for the platform, Solidfire for the storage, Asigra, Zerto and Veeam for disaster recovery and backup. We are a VMware vCloud Air partner and last year were awarded Hybrid Partner award from Asigra.

In the past 10 years, Databarracks Backup as a Service (BaaS) has backed up, managed and restored over ten petabytes of data for more than two thousand customers. For all businesses, large and small, their business is underpinned by their data – it's the single most valuable asset they have. And it needs to stay secure, protected and available at all times. Our BaaS starts with strategy, not technology. We start with an engineer visiting our customers to help set up the backup and retention policies, scheduling, exclusions and data management – and it continues with unlimited access to our 24/7/365 technical support. We manage, administer, monitor and proactively support our customers' backup solution every day – enabling them to focus on their core business. Our backup software is agentless, which is less resource intensive, more efficient and more resilient than traditional agent-based backup systems. Practically, this equates to a cheaper backup solution, fewer licenses and automated processes that manage themselves. More significantly, however, is agentless online backup is inherently more secure. Traditional agent-based backup solutions require an open firewall port for every agent, effectively creating multiple backdoors in the server architecture.

Our online service provides a number of benefits over traditional solutions:

- A BaaS solution tailored to meet customers' needs
- In-built WAN optimisation accelerates existing bandwidth enabling backup and restore in real-time
- From full VM snapshots to granular files, you can backup and restore to any available location
- 24/7/365 support included
- Tiered storage model enables control of what is backed up, where to and for how long providing cheaper, more highly visible backup that's easy to manage and more closely aligned to customers' business needs

A pre-requisite in any backup strategy is that, in times of a failure/incident, how quickly can you be backup and running? For one customer, Major Players, Databarracks BaaS service really saved their bacon! As a recruitment company, their business relies on email; their virus scanning software usually deals with any nasty attachments or issues, but then came Cryptolocker. With a 'ransom' message displaying a countdown timer to when all data would be destroyed, Major Players' Head of IT, Jonathan Levene, considered paying the ransom. However, he checked with Databarracks prior to doing so and we were unequivocal "Don't pay the ransom!" We sent them their files immediately, so they could access them locally and then stopped the daily scheduled backups from running to prevent the encrypted files from overwriting the existing backups. "It was actually so smooth, no-one in the office even noticed. I've seen organisations where backup is a secondary consideration, and it's situations like this that really demonstrate how important it is to stay on top of things." - Jonathan Levene, Head of IT and Facilities

As another customer comments, "Databarracks is the best total package for online backup. Their choice of software meets our needs very closely – the automated archiving and Message Level Restore features attend to our email needs especially well. Plus, because the software is fully automated and runs in the background, it is virtually unnoticeable and allows work to go on without interruption." Jeremy Moeder, IT Manager, Aegis

Why nominee should win

- Our online Backup as a Service has saved multiple clients thousands of pounds in avoiding expensive data loss
- We spend a lot of time and marketing ££ in creating educational and informative content on this business critical issue. An example of which is this https://www.youtube.com/watch?v=bpg_a1mJEEA
- Our Backup as a Service solution is tailored to meet customers' requirements and is a completely managed service if they so desire