

Nominee: Databarracks

Nomination title: Providing the UK SME Market with Enterprise-Class Cloud Backup-, Disaster Recovery and Business Continuity-as-a-Service Solutions

From the launch of the UK's first managed online backup services over 15 years ago, to our leading Disaster Recovery-as-a-Service (featured in Gartner's Magic Quadrant for 3 years in a row), we've been making enterprise-class continuity, security and resilience accessible for UK organisations of all sizes. Delivered from ultra-secure UK-based, ex-military data centres, our cloud-based solutions are underpinned by leading technology providers such as VMware, Zerto, and SolidFire (now part of NetApp), all of whom have accredited Databarracks as a cloud service provider partner.

Last year we introduced Cyber-DRaaS to specifically address the threat of ransomware attacks on UK businesses. We also introduced the Business Continuity Podcast (BCP) to inform and educate the market in this area. The BCPcast is a straightforward, jargon-free discussion with people who deal with disasters for a living. The podcast provides practical advice for IT leaders looking to secure their businesses against disasters and IT downtime. Databarracks has released the golden nuggets of advice from their interviewees in the current series, view them here:

<http://info.databarracks.com/rs/382-LXN-478/images/BCPcast%20-%20Advice%20from%20the%20experts.pdf>

This year we have introduced Business Continuity-as-a-Service (BCaaS) to further deliver continuity confidence to organisations that, traditionally, do not have an internal resource to own and manage this business critical function within their business.

As part of our desire to share best practices with the UK market, we not only launched the BCPcast but also shared a number of planning tools to help companies – whether they are Databarracks customers or not – in their BC journey.

- The IT Resilience Maturity Model (ITRMM) helps to identify the things you need to know before you start your disaster recovery project or talk to a DR service provider
- The Risk Register and Matrix asks you to select all of the environmental and IT risks they face, and score them according to severity and likelihood
- The Technology Dependency Map helps to untangle your IT dependencies, and displays them in a way that you might not normally think about them – looking at the gap between where you are now and where you want to be

Most recently, we released The DR Tabletop Testing Simulator. The DR Tabletop Testing Simulator takes you through three scenarios using a template DR Runbook. You take on the role of three different organisations experiencing a disruptive event: a fire in the server room, a SAN failure and a cyber-attack. Using the runbook you complete step-by-step tasks to recover as you would in a real disaster. You score points for selecting the answers that are considered best practice, and you lose points for incorrect answers. At the end of each scenario you get a rundown of how you did. The tools are available here: <http://www.databarracks.com/resources/tools/>.

We also conduct an annual Data Health Check survey and share the results of this for the benefit of the community at large. Our latest survey highlighted some worrying trends:

- Almost 1-in-5 organisations surveyed (18 per cent) "had concerns" or were "not confident at all" in their disaster recovery plan; an increase from 11 per cent in 2015 and 15 per cent in 2016;
- Organisations are increasingly making changes to their cyber security policies in response to recent cyber threats (36 per cent this year, up from 33 per cent last year);
- Only a quarter (25 per cent) have seen their IT security budgets increased. Small businesses are particularly affected with just 7 per cent seeing IT security budgets increase;
- Financial constraints (34 per cent), technology (24 per cent) and lack of time (22 per cent) are the top restrictions when trying to improve recovery speed;
- Fewer organisations have tested their disaster recovery plans over the past 12 months – 46 per cent of respondents had not tested in 2017, up from 42 per cent in 2016.

While companies look to review and update their IT security policies in response to new threats, they also need to test their ability to recover. During the past 12 months we've implemented many Disaster Recovery, Backup and Business Continuity projects for our customers. A selection of their supporting comments can be found below:

"Databarracks actively shares their expertise to ensure we're using the service efficiently. They've helped us predict our future growth and base our capacity planning on it accordingly. Even before we signed a contract they were advising us on how best to translate our old backup volumes into a new environment." – leading European Private Equity Firm

"Working with Databarracks has made us more aware of what's at stake if our vital systems go down. It helps that they have a particular understanding and awareness of the legal sector and the associated technology challenges. We're not just better protected from a technology point of view; we're also better informed. It'd be hard to cope without them in a disaster now." – IT Service Delivery Manager, Philip Alves, myhomemove.

Finally, to support our goal to become the leading independent cloud specialist for DR and BC services, we've appointed industry guru, Mike Osbourne, as executive chairman, a newly created role.

Why nominee should win

- Databarracks continues to be a leader and innovator in cloud-based business continuity solutions. No other cloud provider has the comprehensive breadth and depth of BC solutions
- Certified by the Cloud Industry Forum, a corporate partner of the Business Continuity Institute and recognised for the third year running in Gartner's DRaaS Magic Quadrant as a 'Niche Player". Inclusion – alongside industry giants such as IBM and Microsoft – is a huge testament to the innovation and services Databarracks provides
- While many other companies spread their focus across multiple continents, Databarracks is laser focused on the UK SME market