

## Managed Service Provider Develops New Backup and Recovery Opportunities with ReadyRECOVER® from NETGEAR®



### Profile

**Company Name:** Datamerge Voice and Data

**Size:** 15 employees

**Industry:** IT Managed Services Provider

**URL:** [www.datamerge.com.au](http://www.datamerge.com.au)

**Location:** Perth, Australia

### Background

Established in 1992, Datamerge began its operations as a traditional break-fix IT provider, delivering local and remote technical support for small and mid-sized businesses across Australia. However, over the past several years, major technology transitions, including voice over IP (VoIP) and cloud-based operations have created opportunities for the company to expand its portfolio of services. The most recent transition for the company is a move into comprehensive managed data backup service offerings to take advantage of significant business growth opportunities with a recurring revenue stream. While Datamerge possesses the skills, personnel, and reputation to succeed in this market, the company requires enterprise-class storage systems, as well as incremental forever backup and WAN optimized replication.

## Situation

### DECREASING MARGINS AND INCREASED SERVICES REQUIRE A NEW APPROACH

As part of its new managed service offerings, Datamerge plans to provide fully managed storage-as-a-service with remotely managed offsite backup and replication. This will be a premium service with a Network Attached Storage (NAS) device located in Datamerge's datacenter.

While most businesses today employ local storage systems with remote replication capabilities to fully protect their business-critical data, the model becomes problematic in a managed service model. "For offsite data replication, a server running the replication software is required at each end for everything to work correctly, so there are a lot of moving parts," says Mark Dutton, the owner of Datamerge. "That presents a significant challenge in the managed services model, because the burden falls on us to make sure everything works properly."

## Impact

### EFFICIENCY AND EASE OF USE ARE ESSENTIAL

In an era of shrinking margins and increased competitive service offerings, Mark realizes that Datamerge's managed services model can quickly spiral out of control unless his company can find an efficient method of delivery. "In a traditional replication model, you get an exact duplicate of the data on the first day, but then just the changes from that point forward," says Mark. "That can present a challenge, because when there's a problem, it can be difficult and time consuming to stitch together all of the incremental backups that have occurred since the last full backup to produce a complete image."

Most data protection models require a full backup on a monthly basis, with incremental backups in between. While this effectively protects the data from a site-wide disaster, each incremental backup is stored in an unusable form and can require a knowledgeable IT professional for proper recovery. In addition, most backup software manages incremental backups slightly differently, so the same software that was employed in the initial replication will be required for a successful recovery. This can create significant problems when companies change their backup software or need to archive backup

data. "Assuming the backup and replication were done correctly, the data can be restored, but expense and downtime remain a significant issue," says Mark. "The customer can't afford to be down for several hours or more, and it begins eating into our margins really quickly, so it's a lose-lose. It's in our mutual best interest to get them back up and running as quickly as possible."

## Result

### NETGEAR® READYRECOVER® SUPPORTS CURRENT NEEDS AND ENABLES FUTURE BUSINESS GROWTH

After thoroughly assessing its alternatives, Datamerge determined that NETGEAR ReadyRECOVER provides the ideal solution to its quandary. ReadyRECOVER seamlessly blends NETGEAR ReadyDATA hardware with StorageCraft ShadowProtect software for a unified solution to deliver advanced replication with cloud-based management, built-in intelligence for automatic snapshot synchronization, and rapid file recovery. ReadyRECOVER provides everything Datamerge needs to efficiently deliver its services while protecting its margins. "With ReadyRECOVER, my customers can connect to the ReadyDATA as a network share and see every backup; every 15 minutes of every day at infinitum," says Mark. "All backups are stored as standard VHDX files and the ReadyDATA can be mounted just like a drive letter, so files can be copied directly over. That alone can save hours of downtime, which can make all the difference in the world."

ReadyRECOVER is especially valuable for organizations that have larger, mission critical applications and databases, because ReadyRECOVER ensures a perfect point-in-time backup with rapid recovery. Also, the intelligence built into ReadyRECOVER eliminates the need for time- and bandwidth-intensive full monthly backups; instead, after the first one, all backups are limited to just the changes, so each can be performed quickly and efficiently without interrupting business operations.

Mark believes that with this efficiency, coupled with additional services Datamerge can build around ReadyRECOVER, customers will be willing to pay a premium over standard backup and replication. He also likes the fact that he can serve the needs of his small business customers with ReadyRECOVER. "The ReadyDATA hardware scales downward just as easily as it does upward, so this isn't just a product for large enterprises," says Mark. "It's a cost-effective tool for a two-person company, as well."

# NETGEAR®

## ReadyRECOVER™



ReadyDATA® 5200

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## ReadyDATA™



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