

A Quick Reseller Guide to SMB Data Protection

Small businesses (SMBs) have been the mainstay of economic growth for countries around the world for hundreds upon hundreds of years. Even with today's global economic slowdown, small businesses continue to proliferate, according to Small Business Labs.

In these demanding times, an SMB's success often hinges on the nature and protection of its business data. Resellers who understand this can add real value by guiding their SMB partners through the sometimes confusing maze of data storage and protection options.

Small and medium-sized businesses face the challenges of storing and protecting their mission-critical data at a time when the quantity of information is swelling, threats are increasing, and IT budgets are shrinking. Now more than ever, efficient storage and data protection is a business imperative. In fact, the failure to properly manage and safeguard corporate data can result in business disruption, devastating losses, and in some cases, catastrophic consequences to the business itself.

The Need to Backup

Over the last several decades, small and medium-sized businesses have become more aware of the need to protect their data as part of their overall business continuity and disaster recovery plans. This includes the regular backup and archiving of data so that, in the event of a natural disaster, such as a fire, water damage, etc., or computer viruses, human error or power failure, these businesses can be operational as quickly as possible.

Faced with multiple options to protect their valuable data, organizations must create appropriate data protection strategies and deploy the proper technologies to address their specific needs. The good news is that the right storage devices can help SMBs share data, collaborate in an automated way, become more operationally efficient, and secure their critical business assets for the long term.

Data Storage Options

Specific business requirements and considerations can help SMBs sort through the available data storage options to meet specific business needs. Most importantly, SMBs, with or without IT expertise, require easy to use, simple to integrate, highly dependable, and cost-effective storage solutions.

Reseller Takeaway #1

KNOW YOUR CUSTOMER'S PAIN POINTS

While small businesses experience IT pain points comparable to large enterprises (exponential data growth, information management constraints and mounting compliance mandates), they require more focused and cost-effective solutions that address their data requirements.

Reseller Takeaway #2

UNDERSTAND THE RANGE OF DATA STORAGE OPTIONS

SMBs are becoming more acquainted with the abundance of technology options that are available, from portable flash memory drives to cloud-based offsite hosting of data. It may be that the SMB is best served by a combination of storage and retrieval options, so demonstrate expertise across all options.

A Quick Reseller Guide to SMB Data Protection

Today, small businesses can pick from a variety of technologies to help them protect their data. In addition, new software has been designed to work together with standard storage hardware to streamline data preservation and disaster recovery.

Here are some of the options:

1) Portable Flash Memory Drives

USB-based portable flash memory drives, also known as “thumb drives” or “USB sticks” provide quick storage and transport of files. They connect to a USB port on most laptop and desktop computers and are small enough to fit in a pocket. While the storage capacities are lower than disk or tape devices, they do provide economical rewriteable storage—allowing users to easily move files and documents from one computer to another. One downside to flash drives is that they are easily and frequently lost due to their very small size. Since data protection “best practices” include well-defined backup and archiving processes with robust storage targets, portable flash memory drives are simply not up to the task and should not be considered as part of a suitable data protection plan for small businesses.

Reseller Takeaway #3

LOOK INWARDLY AT YOUR TECHNOLOGY PORTFOLIO

Make sure your technology vendor has product offerings that match your customer base. Do they offer reliable IT solutions and outstanding services that address industry-specific issues? Or are you in danger of shoe-horning price-conscious SMBs into big ticket top-tier vendor solutions?

Your suppliers should offer a rich portfolio of technology options to meet a range of customer data protection needs. One size does not fit all.

SMB STORAGE SOLUTIONS			
TECHNOLOGY	PRODUCT PLATFORM	SOLUTIONS	
		STAND ALONE	SCALED SOLUTIONS
Tape	LTO	LTO Drive Internal/External	Autoloaders & Automated Tape Libraries Rackmount format
Disk	NAS	Desktop NAS	NAS Rackmount format
Removable Disk	RDX®	RDX Drive Internal/External	RDX Automation Rackmount format
Mixed	Appliance	Integrated Solution Desktop Format	Integrated Solution Rackmount format
Cloud	Cloud Hosting	Online Service	Cloud seeded with RDX cartridges

2) External Hard Drives

External hard drives connect to a computer via serial interface, the most popular one being USB. Sometimes they require an additional external power supply. They are designed to remain stationary near the host computer, providing a simple and relatively inexpensive repository for additional data. When it comes to SMB data protection, there are a number of concerns with external hard drives. They are not truly portable and are susceptible to damage when moved, so they are not an option for disaster recovery or archiving. Because they are generally based on consumer-grade drives and include many “single points of failure,” they are not designed for read-write-intensive backup operations. Finally, external hard drives are not typically expandable so data growth presents a problem. For these reasons, SMBs should not rely on external hard drives for sound data protection implementation.

A Quick Reseller Guide to SMB Data Protection

3) Removable Disk Drives

Today's commercial-grade removable disk systems, such as RDX® technology, include a dock and a ruggedized cartridge that houses a 2.5-inch mobile hard drive. Cartridge capacities range from 160GB to 1TB, and follow the hard drive capacity roadmap. The benefit of removable disk technology is that it brings enterprise-class technology down to the SMB price point. Compared to other disk products, removable disk is the most reliable, the most scalable and offers the highest performance, having been designed for the most demanding backup and archive applications.

SMBs should look for removable disk systems that provide features important to businesses, like bar-coding, automation capability and archivability. Combined with backup software, removable disk systems provide regular data protection copies, including daily, once a week or once a month. The cartridge can be removed and stored at another location, meeting disaster recovery and archiving requirements.

Removable disk libraries deliver even more robust data protection and off-site disaster recovery in a feature-rich, multi-cartridge 2U configuration with unlimited portable storage capacity.



4) Tape Drives and Automation

Tape has been around for decades and has traditionally provided a low total cost of ownership (TCO), which appeals to dollar-strapped SMBs. DAT technology has led, in recent years, the low-end tape market, providing SMBs with a long-established method for data protection. In the past, tape has been the least expensive backup technology, although removable disk technology is gaining ground at the low end as an affordable alternative with faster access times and higher performance than DAT technology. Because of this, many SMB customers are looking to replace low-end tape with new technologies and this represents an opportunity for resellers to offer suitable replacement solutions.

Over the last 10 years, the role of tape has changed from backup to primarily archiving, and as such, tape remains a critical weapon in the battle against data loss. Archiving unused data from disk to tape offers several benefits; it reduces the amount of data stored on the disk systems, and in-turn, reduces backup and restore times.



Reseller Takeaway #4

EDUCATE YOUR CUSTOMERS

Provide live demos and webinars to highlight technologies that might be new to your SMB, such as removable disk storage. Enlist your supplier's help in providing content to stimulate interest in the technology's attributes and benefits.

A Quick Reseller Guide to SMB Data Protection

LTO (linear tape-open) is the most popular tape technology today for both tape drives and tape automation solutions. LTO tape automation significantly reduces the risk of data loss by automating the daily task of swapping tapes. Tape automation products can easily be upgraded to increase capacity and performance when needed. Additionally LTO tape automation greatly simplifies restore tasks and allows organizations to meet compliance requirements.

The use of tape and tape automation solutions allows organizations to implement simple, effective data life cycle management, providing them with the ability to manage data growth more efficiently while saving them time, energy and money.

Many businesses have relied on LTO tape as the last line of defense. In some instances, tape storage has saved the day when highly touted cloud-based services have experienced significant interruptions, such as Amazon's recent web services power failure in the Northeastern U.S. due to severe thunderstorms.

5) Network-Attached Storage

Network-attached storage (NAS) solutions come in many different styles and configurations. What sets these disk systems apart is the fact that multiple users can share a single NAS over a network. In environments where there are different servers and a variety of operating systems, NAS systems facilitate the centralization of data backup and storage management. NAS storage devices are typically used for backup and file sharing because of their speed and ability to provide instant access to the data on the disk. Some NAS systems include deduplication software, which eliminates redundant data and shrinks backup windows. SMBs benefit from all-in-one NAS appliance configurations that are easy to deploy, operate and manage. Recent innovations in network-attached appliances integrate removable disk systems into the solution for offsite storage, archiving and disaster recovery in the event of a failure.

6) Cloud Services

Cloud services for the SMB operate much the same way as traditional backup and archiving except that an SMB buys storage capacity from a third-party offsite hosting service. Customers backup their data to the "cloud" and pay for the storage resources and bandwidth they utilize. Although cloud backup may offer potentially-reduced management overhead and is relatively economical for small data sets, remote storage can be slowed by network bottlenecks and bandwidth issues, resulting in very long data backup and recovery times. Often there is requirement to use removable disk-based storage as a method of "seeding" data to the cloud due to the time it would otherwise take to utilize relatively slow web-based communication.

For SMBs who prefer to "touch and control" their most important corporate asset while requiring immediate access to data, cloud backup also presents security and availability concerns. Hybrid delivery models that include a local disk-based appliance may solve some data availability issues but increased cost, cloud service vulnerability and slow offsite migration are not yet completely solved by the industry.

There are also some unresolved legal issues in certain markets relating to

Reseller Takeaway #5

DEMONSTRATE ONGOING PRODUCT RETURNS

Create tools that help your customers calculate total cost of ownership, return on investment and productivity gains, today, in 12 months, and in two- and five-year windows. These tools demonstrate the benefit of deploying your technology and help customers justify purchases internally to management.

Because the amount of data needed to be stored varies for each SMB based on its industry and regulations, multiple storage devices and configurations are a viable option. Small businesses must carefully select a vendor who specializes in SMB data storage and can provide them with a range of options for their business requirements.

A Quick Reseller Guide to SMB Data Protection

the storage of confidential data and where it must reside to comply with complex data protection legislation. This means that certain data must be stored within a designated geographical location—something that is not always guaranteed within the cloud service provider infrastructure.

For SMBs, the challenge is to create an easy, affordable and extendable data protection strategy that mitigates business risks, guarantees compliance, reduces costs and improves the overall success of the business.

Make a Difference

For small businesses facing an uncertain economy, buying the appropriate data protection solution or a combination of solutions could be the difference between business failure and success. As a trusted advisor, you can make a difference by helping your customer navigate through the data storage fog to find the most affordable and reliable data storage and protection solutions for their particular requirements.

Reseller Takeaway #6

LEVERAGE YOUR VENDORS

Choose technology suppliers who specialize in the SMB and SME markets. They understand your customers well and can add value by joining you on sales calls, partnering with you to conduct product training sessions and providing the extra support you need to close sales and maintain customer satisfaction.

Bigger isn't always better when it comes to suppliers. Sometimes the smaller vendors provide broader SMB choices and superior solutions and service.

About Tandberg Data

Tandberg Data is a leading global supplier of data protection solutions for small and medium-sized businesses. The company's wide range of cost-effective storage products and services provides customers with best-in-class tape, disk, removable disk and software solutions for backup, archiving and disaster recovery. These solutions are marketed through a global channel of qualified resellers, distributors and major server OEMs. An extensive service and support network supports all Tandberg Data products worldwide.

WP-SMBResellerGuide_EN_2013A

Tandberg Data GmbH
Feldstrasse 81
44141 Dortmund
Germany
Tel: +49 (0) 231 5436 - 0
Fax: +49 (0) 231 5436 - 111

00 800 8263 2374 (00 800 TANDBERG)
salesemea@tandbergdata.com
www.tandbergdata.com/emea

Tandberg Data Corporation
10225 Westmoor Dr., Ste. 125
Westminster, CO 80021
USA
Tel: 303.442.4333
Fax: 303.417.7170

Toll Free: (800) 392-2983
sales@tandbergdata.com
www.tandbergdata.com/us

Tandberg Data (Asia) Pte Ltd
8 Cross Street, #28-00
PWC Building
Singapore 048424
Tel: (65) 6850 7820
Fax: (65) 6850 7889

salesapac@tandbergdata.com
www.tandbergdata.com/apac

Tandberg Data (Japan) Inc.
Dai 6 Ito Building 5F,
4-4-7 Ebisu, Shibuya-ku,
Tokyo, 150-0013
Tel: +81 3 5475 2140
Fax: +81 3 5475 2144

TDJ_sales@tandbergdata.com
www.tandberg.co.jp