

# Data Protection with Backup as a Service

Dynamic cloud-based data  
protection solutions for optimal  
information resiliency



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## **Data protection is more crucial than ever for businesses**

Data is the most valuable asset for a modern business. But as organizations embark on digital transformation journey, managing, protecting and accessing business-critical data becomes increasingly complex for organizations. Enterprise data has grown exponentially in volume, becoming increasingly diverse, dynamic and distributed. Simultaneously as organizations digitize more of their workloads, business systems and processes are becoming increasingly connected. This interconnectivity increases the risk of a small, seemingly discrete event in one part of a company having a major disruptive impact across the entire organization.

**When one link in the chain breaks or comes under attack, the impact can ripple throughout the business.**

## Data Protection with Backup as a Service

Faced with exponential data growth and regulatory requirements, you want to protect data and applications at reduced costs. You need a data protection solution that can quickly back up, restore and maintain access to critical data. Data Protection with Backup as a Service can enable security-rich, managed protection of critical business data. To help reduce operational risk and total cost of ownership, this solution offers a range of options with both on-site or off-site data backup.

Organizations face challenges and pain points such as:

- Increased risk of data loss due to disruption, outage or disaster
- Rising costs of data and application protection, backup and continuity
- Compliance with government and industry regulations
- Protecting legacy platforms and maintaining access to backup data with multiyear retention requirements
- Protecting data and coping with new application types, regardless of location
- High volume and value of data produced by a digital business

### Scope of services

Data Protection with Backup as a Service helps support applications, data and infrastructure across on-premises, private cloud, public cloud and hybrid cloud environments.

The scope of service includes flexible options designed to meet the client's requirements—from monitoring only to a fully-managed solution.

### Pricing

Pricing is based on the amount of backup data stored monthly and is charged per GB, per month. The average contract term is 36 months. Month-to-month options are available for public cloud deployments.

## Kyndryl managed services scope

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### Management only

Kyndryl™ owns management of backup applications only. Customizable variations could include software or one of hardware components. Service-level objectives may be provided.

### Fully managed

Kyndryl standard option

Kyndryl owns the hardware, software, growth, maintenance and ongoing steady state support and management of your environment. A service-level agreement may be provided.

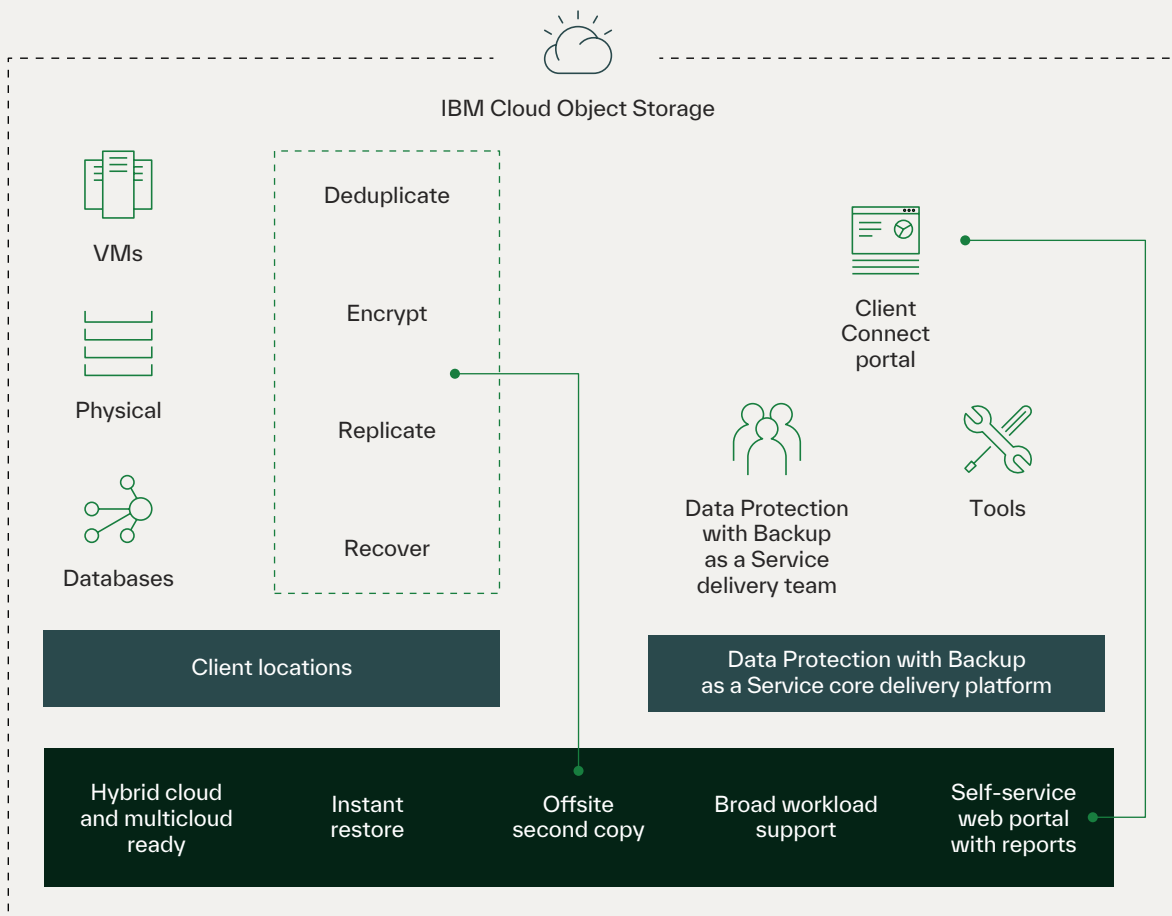
## Service components

Data Protection with Backup as a Service helps provide a fully-managed, end-to-end data protection solution that's designed to cover everything from backup infrastructure and backup software to management support. This solution can be deployed across virtually any combination of on-premises datacenters, private cloud, public cloud and hybrid cloud.

- **Object Storage—AWS Simple Storage Services (S3), Azure Blob Storage:** IBM Cloud® Object Storage is designed to store large volumes of data simply and cost effectively. This storage solution is commonly used for data archiving and backup, web and mobile applications, and as scalable, persistent storage for analytics. Offering a flexible policy-based archive, IBM Cloud Object Storage also helps effectively manage costs and meet data access needs.

You can combine this offering with Data Protection with Backup as a Service for long-term data retention options on object storage. Kyndryl also offers managed services to help migrate your existing data from legacy tape storage to object storage.

- **Hybrid cloud and multicloud:** can support numerous options, such as combinations of on-premises and private cloud as well major public cloud like IBM Cloud, Azure and AWS.
- **Instant restore:** helps you reduce the time needed to restore data and instead run workloads directly from the backup copy while migrating it to production in the background.
- **Offsite second copy:** helps ensure the resilience of your data even in the event of a total site loss.
- **Broad workload support:** can provide many modern workload types with capabilities for both traditional enterprise-class applications like SAP and newer generation databases like MongoDB.
- **Self-service web portal:** can provide you with a bespoke self-service web portal designed to make submitting provisioning requests, changing services and viewing reports easy. Application performance interfaces (APIs) are also available for integration with your automation tools.
- **IBM Cloud Object Storage:** helps provide highly-resilient, low-cost storage for long term retention backups while maintaining shorter-retention operational copies on disks designed for quick restores.





## Other use cases

### Supporting cyber resilience strategy

Cyberattacks continue to plague organizations of all sizes. Although IT security teams are getting better at preventing cyberattacks, attacks remain a matter of “when” one will occur (if it hasn’t already) rather than “if” it will occur. When cyberattacks corrupt critical data and configurations of systems, the resulting business disruption can be as damaging to an organization’s financial well-being and reputation as data theft or a complete IT outage—especially, when cyberattacks involve data encryption or malware specifically targeting data backups.

If malware has continuous network exposure to backup and disaster recovery (DR) locations this data can also be corrupted or encrypted. As a result both primary and backup data may become unusable and significantly delay your ability to regain production-level operations.

Cyber Incident Recovery, powered by Resiliency Orchestration, is designed to help you rapidly recover data and platform configurations in the event of a cyber outage.

The data feature of Cyber Incident Recovery can enable highly-reliable, fast recovery against cyberattacks that corrupt the data itself. This feature also protects data through the use of air-gapped protection and immutable storage while orchestrating fast recovery at the client’s DR site.

### Enabling compliance management

Data Protection with Backup as a Service is designed to provide security-rich encryption and General Data Protection Regulation (GDPR) compliance for a variety of industry regulations tied to data retention policies. This solution can manage and monitor data around-the-clock to help ensure high availability. With a web-based portal, the offering can enable authorized personnel to monitor, manage and control backup environments with access virtually anywhere, anytime.



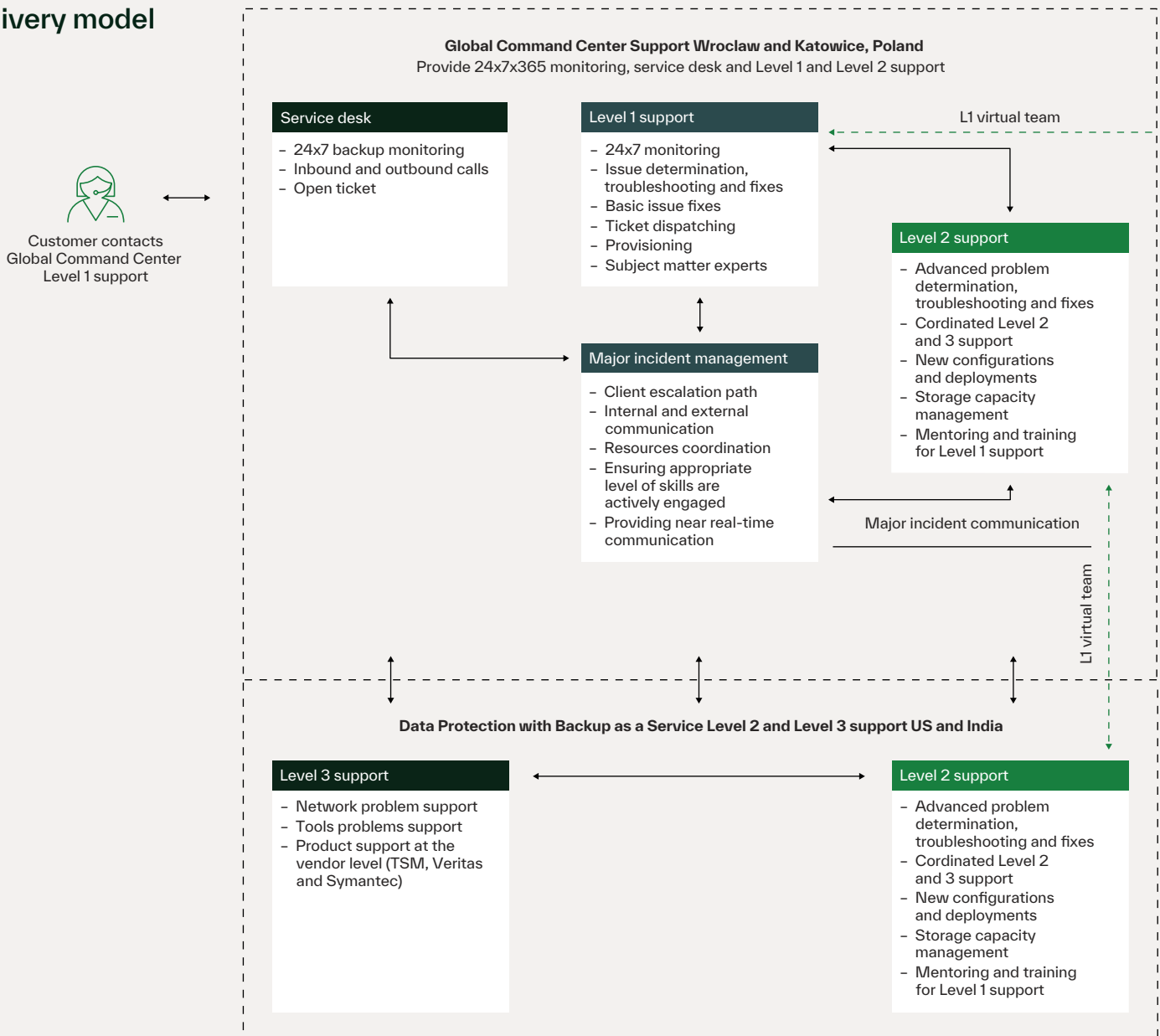
## Business benefits

Data Protection with Backup as a Service can offer you a comprehensive range of on-site, off-site and hybrid information protection solutions to help achieve information resiliency and operational recovery across your enterprise data assets. Kyndryl offers an end to end managed, scalable, public or private cloud-based service that helps protect mission-critical data. With this solution, you can choose and implement plans based on your priorities for backup, retention and retrieval, helping provide security-rich, access to information across the extended enterprise virtually anywhere, anytime.

## Data Protection with Backup as a Service can:

- Enable security-rich, managed on-site or off-site protection of critical data for increased availability
- Reduce total cost of ownership with cloud-based data backup solutions
- Ease management of various industry regulation requirements
- Help customers migrate from legacy tape storage to modern cloud object storage for long-term data retention

## Delivery model



## Why Kyndryl?

Kyndryl has deep expertise in designing, running and managing the most modern, efficient and reliable technology infrastructure that the world depends on every day. We are deeply committed to advancing the critical infrastructure that powers human progress. We're building on our foundation of excellence by creating systems in new ways: bringing in the right partners, investing in our business, and working side-by-side with our customers to unlock potential.

Kyndryl Security and Resiliency Services has decades of experience helping clients worldwide with their backup and recovery needs. Today, over 9,000 customers are protected by our disaster recovery and data management services, and we back up and manage more than 3.5 exabytes of data annually. More than 300 IBM Resiliency Centers in 60 countries around the globe provide managed disaster recovery and data protection, and over 6,000 global Kyndryl professionals are dedicated to resiliency.

To learn more about Kyndryl Data Protection with Backup as a Service, contact your Kyndryl representative or visit us at [www.kyndryl.com](http://www.kyndryl.com)



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