



FACT SHEET -- New IBM Cloud Resilience Services for SoftLayer

About IBM Business Continuity and Resiliency Services (BCRS)

IBM Business Continuity and Resiliency Services has more than 50 years of business continuity and disaster recovery experience with 150 resiliency centers across 50 countries. Through its IBM BCRS Cloud Resilience portfolio it strengthens its capabilities delivering continuous availability and effective risk mitigation to its clients. For more information about the cloud offerings from IBM BCRS, please visit: <http://bit.ly/1cqLDOz>

Follow us on LinkedIn at IBM BCRS and Twitter at @ibmbcrs. Join the conversation #bizcontinuity.

New IBM Cloud Resilience Services for SoftLayer

IBM's new cloud-based resiliency offerings are designed to help clients ensure their business, data, applications and IT infrastructures are stable and running around the clock. These new services include:

- [Virtualized Server Recovery \(VSR\) for Softlayer](#): Replicates entire systems in real-time including system files, databases, applications and user data on a wide range of supported platforms in a way that is independent of the make and model of the underlying hardware. Click [here](#) to watch a video of the solution in detail.
- [Resiliency Consulting for Cloud](#): Allows SoftLayer clients to integrate legacy IT environments with a private cloud and the SoftLayer public cloud, and will help with resiliency assessment, planning and design, implementation and testing and more.
- [Virtualized Server Recovery for AIX](#): Extends VSR offering to power based AIX servers, in addition to Windows and Linux. This offering provides clients with a hybrid open server environment that includes the same automation and portal required to ensure predictable and fast server recovery.
- [Cloud Application Resiliency 2.0](#): Hosts applications on a local private cloud infrastructure and will now adopt the IBM Private Modular Cloud infrastructure for faster implementation and better management for hybrid Cloud environments.
- [Cloud Managed BackUp](#): Mitigates risk and reduces costs utilizing a global 24x7 managed backup cloud solution for servers at the IBM cloud resilience centers offsite.
- [Cloud Data Virtualization](#): Provides a unique model for managing critical data, without the expense of managing excess copies. Application recovery is provided in minutes versus hours, point-in-time data snapshots are available to help eliminate traditional back-up windows; and the solution drastically improves production storage. In addition, the recoverability of an application can be tested – in real-time – without any disruption to the production system.

In addition to these services, IBM BCRS is also extending its global footprint and opening two cloud resiliency centers in Raleigh and Mumbai. These new facilities, which will join the 15 other global centers planned by SoftLayer and the 150 BCRS Resiliency Centers, will speed up recovery times by virtually eliminating network latency while allowing businesses to manage federal and local data residency compliance regulations.

Customer Quote

"The need for uninterrupted business operations has become crucial for us to ensure enhanced customer engagement and protect critical business data", said CIO, Luminous Chander Khanduja. "IBM's proven expertise in cloud based virtual recovery, assured us of a highly resilient infrastructure that helped us mitigate downtime risks. The subscription-based pricing model provides costs benefits as well."

Customers

Lava International Ltd (Lava), a leading Indian mobile handset company, has selected IBM Cloud Virtualized Server Recovery (VSR) services, a cloud-based disaster recovery service, to ensure continuous business operations, manage costs and improve overall resiliency. [Insert press release link]

IBM BCRS Differentiators:

IBM is a leader in cloud based business continuity and recovery services:

- 100 percent success in meeting commitments to clients who have declared a disaster
- 150 resiliency centers across 50 countries, expanding in key major and growth markets
- More than 50 years of business continuity and disaster recovery experience
- More than 1,800 professionals dedicated to business continuity and resiliency, complemented by 400,000-plus IBM employees and IBM Business Partners
- More than 7,800 Business Continuity & Resiliency Services contracts with 5000+ clients
- Five million square feet of floor space for disaster recovery, with 41,000 work area recovery seats
- Approximately 200 resilience consultants
- In 2013, IBM maintained its LEADER post in The Forrester Wave™: Traditional Disaster Recovery Service Providers report and claimed a LEADER spot in the inaugural The Forrester Wave™: Disaster-Recovery-As-A-Service Providers report.
- On a quarterly basis, BCRS Cloud Managed Backup protects over 50 Petabytes of Billable Data Volume.
- BCRS Cloud Managed Backup does more than 5 million jobs on a monthly basis.
- The overall market opportunity for business continuity/disaster recovery is expected to grow to almost \$32 billion by 2015. In addition, the market opportunity for cloud computing is estimated to rise to \$200 billion by 2020.
- IBM is delivering unmatched expertise and capabilities to help clients tackle industry specific challenges with cloud. (37,000 experts/consultants, \$6 billion in R&D, 1,400 cloud patents to drive innovation enabling thousands of business/governments to drive transformation with Cloud)

Additional Resources:

- [Virtualized Server Recovery \(VSR\) for Softlayer Video](#)
- [Forrester names IBM a Leader Among Traditional Disaster Recovery Service Providers](#)
- [Forbes Insights Article](#)
- [A Smarter Planet Blog](#)
- [New IBM Resiliency Center opening in Raleigh Video](#)