

Helping to protect availability and recoverability
in enterprise data centers



IBM GDPS business continuity solutions



Highlights

- ***Provides a customized business resilience solution***
- ***Helps protect core business operations — by keeping your critical data and IT applications available***
- ***Helps keep your business in business through both planned and unplanned shutdowns— even when disaster strikes***
- ***Preserves revenue opportunity, employee productivity and customer trust by helping to eliminate or reduce downtime***
- ***Helps protect data, streamline complex procedures and cut recovery time after an outage***
- ***Makes it easier for you to comply with government and industry regulations***

IT means business

It's not just your IT staff who should be worrying about systems downtime anymore. In today's "on demand" marketplace, you're growing more and more reliant on electronic data and software applications — like financial transaction and information management, e-commerce and supply chain management — to serve your customers and comply with government and industry regulations. So, think about the fact that downtime can bring *your core business processes* to a halt.

Today, an effective plan for business resilience has to include a plan for continuous business operations. And that means a plan for proactively managing the risks of any disruption to the availability of your critical systems and data.

The business impact of downtime

IT outages are costly, whether they're planned (for upgrades, maintenance or repair) or unplanned (due to human error, processing failure, a power outage or disaster).

Many companies have business continuity plans allowing critical applications to recover within 24 to 48 hours, with data loss exceeding 24 hours and full recovery taking days or weeks. They're counting on back-office, manual processes to keep their businesses running until systems are up again.

Can you afford that? Consider the impact on...

- *Finances – You can lose sales, revenue and productivity.*
- *Customer loyalty – If you're not there when customers need you, they can switch to another supplier with the click of a mouse.*
- *Business partner and public trust – Outages can make people question your reliability and, ultimately, damage your reputation and deflate stock value.*
- *Regulatory compliance – You might be held responsible for near-continuous operations.*

Downtime for a typical computing infrastructure is estimated at US\$42,000 per hour. At this rate, even a one percent improvement in availability can lead to millions of dollars in reduced risk and productivity losses.¹

Managing availability and disaster recovery

IBM GDPS® is designed to keep your critical IBM @server® zSeries® applications and open systems data available when outages occur and drastically reduce the time it takes to restore operations—averaging

less than an hour for most clients with GDPS versus one to two days without it. It can be designed to either eliminate or reduce downtime, depending on your needs.

How? GDPS *integrates* several advanced, high-availability technologies and *automates* complex procedures normally handled manually. It's designed to automate the continuous, safe copy of data to backup and streamline complicated data, system and network management tasks—simplifying operations and reducing human error. When processing shuts down, it switches workload to a backup system, and then quickly and properly restarts your critical applications. Backup data is a time-consistent mirror image of original data, so you're spared a long, complicated data recovery process before restoring business operations.

GDPS solutions address the key factors that impact your business resilience and regulatory compliance: availability, time to restart systems after a disaster, data protection and distance between your primary and backup systems. IBM works with your team—through assessment, planning and design, installation, testing, education and ongoing support—to deliver the customized multi- or single-site GDPS solution that's right for you.

For more information

Learn more. Contact your IBM representative or visit ibm.com/eserver/zseries/gdps.html



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¹ The Alinean ROI report, January 2004: <http://www.alinean.com/newsletters/2004-1-Jan.asp>

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