

## RunBiz Uses HybriStor™ to Power High Margin, Veeam-Based Disaster Recovery-as-a-Service Solution



RunBiz's client base includes a number of financial services and energy firms who absolutely depend on them to deliver continuous uptime for their IT systems.

The company wanted to develop a new Disaster Recovery-as-a-Service (DRaaS) offering utilizing Veeam backup software. As a satisfied user of the Neverfail Cloud for over five years, the RunBiz team turned to Neverfail for ideas on the best way to approach building out a solution, and, as a result, was introduced to Neverfail's HybriStor global deduplication storage appliance.

### Reduce Costs and Complexity and Offer Aggressive SLAs

The RunBiz team understood that their customers needed highly responsive and capable DRaaS solutions that would have their critical systems back up and running in minutes in the event of a problem. However, RunBiz also knew that most clients are willing to allocate only so much of their IT budget to backup solutions. Clients look at backup systems as insurance: necessary but something to spend as little on as possible. They tend to, not unreasonably, prioritize spending on new or improved operational capabilities that support business growth.

Therefore, RunBiz had to balance two primary objectives: Rapid restoration capabilities and reduced costs while also creating a great bottom line margin service. They considered utilizing a tiered storage architecture, but this was limiting in several ways, including increased complexity and an inability to scale cost effectively. What they needed was an approach that would enable them to grow their new DRaaS business and achieve higher levels of efficiency as they added more clients and more sites. With HybriStor™, RunBiz found a solution that could consistently meet the Recovery Time Objective (RTO) and Recovery Point Objective (RPO) expectations of their clients. **Additionally, RunBiz was able to dedupe global data by 95%, helping their business drive down costs, increase margins, and improve data efficiencies at scale.**



RunBiz, a full service Managed Services Provider headquartered in Amarillo, Texas.

### CHALLENGE

Offer clients a comprehensive, responsive DRaaS solution that provides high levels of security at an attractive price point.

### SOLUTION

Incorporate HybriStor hardware and virtual appliances into a hub-and-spoke DRaaS architecture utilizing the Neverfail Private Cloud and Veeam backup software.

### RESULTS

- Improved WAN/LAN performance
- Reduced storage costs with 95% deduped data
- Highly scalable, multi-tenant service offering
- Improved competitiveness with higher margins
- Competitive SLAs without complex tiered storage

## Scalable, Secure & Global Deduplication

The RunBiz team's excellent experiences working with the Neverfail Cloud over the years made it an easy decision to incorporate Neverfail Private Cloud services into the new DRaaS solution. In addition, the engineering team was familiar with Veeam backup software and had the experience needed to configure it properly to support a reliable DRaaS application. Veeam offered an additional advantage in that it supports job-based deduplication, which would help keep RunBiz's storage costs under control.

The architecture team needed something more though: They wanted a way to deduplicate data for multiple clients (tenants) at a global level and with greater efficiency. That is, they planned to implement a system that would ingest deduplicated jobs from Veeam and then apply another lever of deduplication before the data was stored. The team estimated that this approach would reduce their storage requirements to 5% or less of the total volume of data to be protected.

The team also understood that applying global deduplication would both improve LAN/WAN performance and potentially reduce their customers spend on bandwidth. This reduction in bandwidth requirements also means that RunBiz can more easily and cost-effectively support remote offices that may be located anywhere in the world and improve handling of peak data loads during emergencies.

## Security and Encryption

Given the sensitive nature of the work that RunBiz's customers are engaged in, the RunBiz team knew they had to ensure that their new DRaaS service would be as secure as the operational systems based on the Neverfail Private Cloud they were already providing.

HybriStor's ability to provide encryption both in flight and at rest meant that RunBiz would be able to provide a truly secure DRaaS platform that also supported the short Recovery Time Objectives (RTOs) their clients demand.

## Ad Hoc System Tests

Many DRaaS systems on the market do not permit comprehensive testing of a recovery process. They are simply unable to connect to a deduplicated pool of data and rehydrate it on the fly.

The RunBiz team decided that enabling customers to validate the recovery capabilities of their systems at any time on an as-needed, ad hoc basis would be an important differentiator for their service. The hardware version of HybriStor includes a unique InstaCache™ feature which enables instant recovery and intelligent caching of virtual machines to internal SSD drives. This also facilitates recovery testing without compromising operations. The system testing requirement therefore led the team to determine that HybriStor was not only a good fit for their DRaaS platform, it was a necessary component for the design.

## Object Storage Gateway Option

Although the RunBiz team did not have a requirement that their system utilize object storage, they fully understood the economic benefits of leveraging the relatively low cost of object storage. They estimated that, once they needed to handle more than 100 terabytes, using object storage would become necessary in order to be able to maintain margins at scale.

*“We needed a way to take the deduplicated data produced by Veeam backup jobs, aggregate it together, and apply another round of global deduplication. This would not only substantially reduce our costs, it would improve the performance of our DRaaS system. HybriStor was a perfect fit and it's proving out to decrease our total storage requirement by right around 95%, which helps our bottom line tremendously.”*

— Drew Terrell  
Owner  
RunBiz Solutions

## ABOUT NEVERFAIL

Neverfail enables businesses to achieve 100% uptime through the world's most resilient infrastructure, cloud, and business continuity solutions.

Made for mission-critical businesses, Neverfail solutions mitigate the risk of downtime in the face of any potential outage. By delivering seamless business continuity in and out of the cloud, we empower our partners and clients to realize their full potential without the risk of downtime.

To learn more about how you can become a company that never fails, visit us at [www.neverfail.com](http://www.neverfail.com) or call +1.512.600.4300.

HybriStor's ability to also act as an object storage gateway was therefore a major benefit, since the company would be able to realize substantial cost savings as their DRaaS business grew.

**Results: Higher Margins, Faster Performance, Enhanced Security, and Improved Scalability**

HybriStor's capabilities make it an ideal fit for RunBiz Solutions' multi-tenant environment.

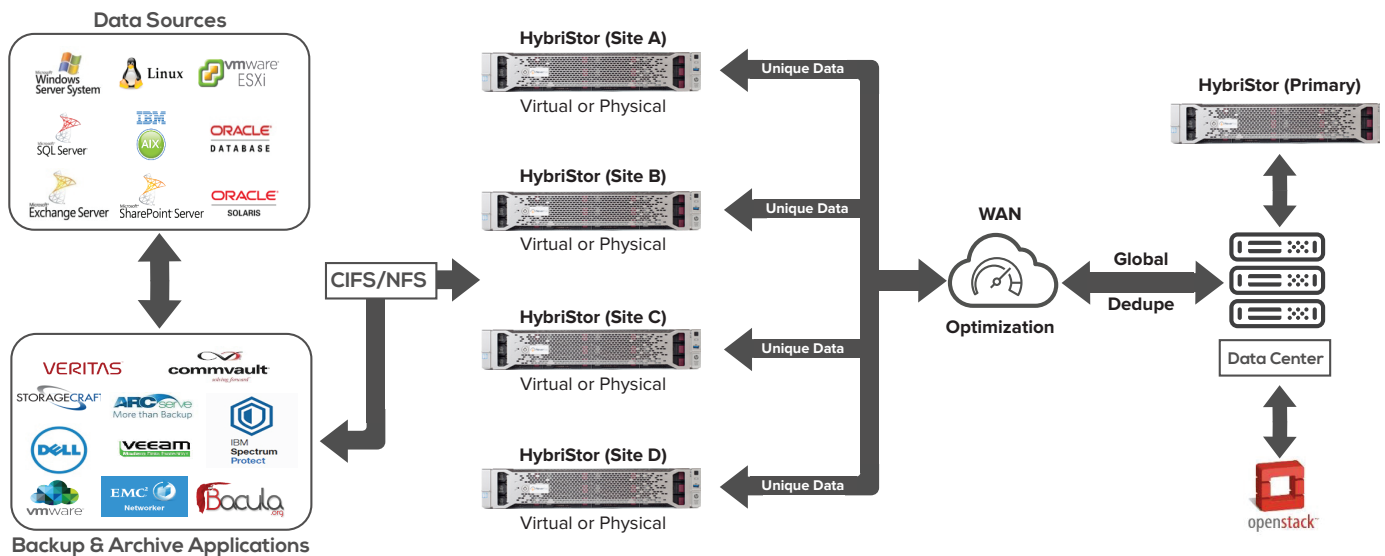
RunBiz has discovered that incorporating HybriStor into their DRaaS architecture has reduced their costs while allowing them to charge market rates, resulting in greatly improved margins, even as their customer base grows.

HybriStor's ability to deduplicate any number of backup jobs coming into the Neverfail Private Cloud have improved overall system performance. The system's encryption functions enable the company to ensure that all customer data is secure and completely inaccessible to unauthorized users. In addition, HybriStor gives RunBiz a way to scale up economically as more customers use the service.

The competitive advantages afforded by their HybriStor-enabled DRaaS service have

*“Maintaining security in a multi-tenant environment can be tricky, but HybriStor’s built-in encryption capabilities protect us and our clients beautifully, with no hit to performance.”*

— Drew Terrell  
Owner  
RunBiz Solutions



**Conclusions**

HybriStor's ability to access object stores and quickly restore large pools of deduplicated data mean that RunBiz enjoys ensured scalability for its DRaaS offering. As the number of facilities using the system and the amount of storage required increases above 100 terabytes, RunBiz will be able to leverage low cost object storage without compromising system performance. Most importantly, with HybriStor's hub-and-spoke deduplication design, RunBiz was able to reduce storage capacity by 95%. The overall result was lower costs and higher margins for their Disaster Recovery-as-a-Service solution.