

# Part 2: The Secret To Sizing Your Customer's Data Backup Appliance

Follow these important parameters to help determine the right size for your customer's backup solution.

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Previously, we looked at parameters pertaining to your customer's business that you should consider before recommending a data backup appliance — with an emphasis on your customer's present situation. In part two, we'll focus on your customer's future needs, which are equally important to selecting the right data backup appliance.

To begin, how quickly are your customer's industry data expectations growing? You should estimate at least 10% growth simply due to the typical increase in digitized information.

Industries and individual companies expand at separate rates. The faster an industry is growing, the more the organization's data will likely expand. But, even shrinking industries may be expanding digitally. For instance, U.S. banking's earnings per share (EPS) as an industry has been up and down, but lately shrinking over the past few years, and sales have been flat. Dividends, however, have remained positive. The education and health-care sectors are typically leaders in growth, and have continued steady expansion. Most industries, though, report continual increases in conversions of information to digital formats. Only the customer can estimate its own growth rates, regardless of how its overall industry is performing.

## Location And Mobility Growth Factors

Satellite offices and geographic expansions determine location and mobility growth factors. Expansion can take place in both mergers and acquisitions and in establishing new office centers and operations. This factor can be the trickiest for backup/archive planning, not to mention the impact on disaster recovery (rebuilding a lost site from backup data).

Most obvious here is the rollout of appliances throughout the enterprise, where you decide which parts of the organization warrant a specific backup appliance investment. Not so obvious are those mobile users or smaller offices where you can consider the machines in play as

simply an extension of a larger part of the enterprise. The difficulty here is that some backup, archive and disaster recovery planning does not consider individual users as part of the total data protection scheme. Dollars, however, are being spent here. Consider the opportunity to offer an "internal cloud" to your customer's individual and mobile users where they back up to the backup appliance. The company retains ownership of its information, and justifies the total appliance spend. Rather than spend money on external hard drives or third-party backup vendors (showing up on expense reports all over the company), you can consolidate existing backup burned dollars into justifying a centralized appliance purchase. In fact, you will probably assure more disciplined backups for recovery, and address archive capabilities.

That said, you do need to ensure that your customer's backup appliance choice can actually accomplish the internal cloud offering and also allow the flexibility of tying together all of its remote and local appliances in an effective and scalable way.

Backup appliances are designed to expand both capabilities and technologies into their architecture and implementation, while simplifying the finished product as it fits into increasingly complex environments. The configuration and quote experience counts toward a customer's decision making.

With this approach, you minimize making an over- or under-sizing decision. In fact, you may under size an appliance purchase purposely because that appliance can be used elsewhere when the first implementation grows too large. You can also oversize an appliance successfully because you know that growth is coming at your customer rapidly, and you will help them save money and time with a ready-made solution for that growth. The bad news turns into good news regarding sizing an appliance as long as you plan, and then purposely know what you are doing. ●



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