

# STORAGE SWITZERLAND

## ADDRESSING THE ROBO BACKUP CHALLENGES



Joseph Ortiz, Senior Analyst

A critical challenge for any business is backing up the ever increasing quantities of data generated in day to day operations, especially when a significant portion of that data resides on laptops, servers, workstations, etc., located in ROBO's (Remote Office/Branch Office). This becomes even more challenging for small and medium sized businesses that lack the IT resources found in most large companies. In most cases these small businesses often have a single person who is somewhat technically proficient but whose primary job focus is not IT related.

In order to meet this challenge, many SMBs (Small/Medium sized Businesses) are turning to cloud based solutions which lets them properly protect their data while avoiding large scale costs for additional infrastructure and personnel. Equally important with the ability to securely backup increasing amounts of data is the ability to restore any or all of that data rapidly. One of the limiting factors in recovery from cloud based storage is the available bandwidth of your Internet connection.

[KineticD](#) is a SaaS (Software as a Service) company with a decade long track record of providing a powerful and flexible set of CDP (Continuous Data Protection) solutions that address the data protection and recovery needs of SMBs in a cost effective manner. KineticD recently announced their release of KineticCloud for Servers, a hybrid cloud backup solution, which addresses these critical data protection and recovery challenges for SMBs.

Hybrid cloud backup, which is also called disk-to-disk-to-cloud, solves the problem of recovery speed by allowing a business to store a copy of their critical data on a local server as well as storing a complete copy of their data in the cloud. This provides rapid restores of critical data in the event of data loss or a disaster. KineticD's integration of Robobak's agentless backup technology provides centralized disk-to-disk-to-cloud backups across distributed networks.

Other key features in KineticCloud for Servers are:

- Global block level deduplication at the source which reduces backup times and storage costs
- Local backup and restore from hundreds of endpoints for a low monthly cost
- Agentless deployment
- Granular scheduling of backups
- Virtual Environments supported
  - -- VMWare (at the ESXi level)
  - -- Hyper-V (at the Hypervisor level)
- Incremental backups forever
- Faster restores as each incremental is a full restore point
- Native support for Exchange, SQL, Outlook and MS Small Business Server
- Patented CDP with intelligent "pause and resume" capability which allows it to resume backup where it left off. Backup resumes after interruptions
- Simple subscription pricing options

KineticD software also provides secure 448 bit Blowfish encryption of all data that is synced to the cloud as well as other options such as the ability to remotely access machines at work from mobile devices such as iPads, iPhones and Androids.

#### Storage Swiss Take

KineticD's new KineticCloud for Servers solution provides SMBs, which lack the necessary IT resources, infrastructure and technical expertise, with a cost effective

means to properly protect critical data stored locally or in ROBOs and to meet any governance and compliance challenges they may face while minimizing their need for significant investments in additional infrastructure or personnel.

KineticD continues it's decade long tradition of focusing on providing superior data protection services and solutions to the SMB market.

#### **About Storage Switzerland**

Storage Switzerland is an analyst firm focused on the virtualization and storage marketplaces. For more information please visit our web site: <http://www.storage-switzerland.com>