

Benefits of Cloud Backup and Recovery (BUR)

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Agenda

- Cloud Backup and Recovery Industry Problems
- What is Cloud Backup and Recovery (BUR) SiG
- Mission, and how will this Cloud BUR SiG fulfill its Mission
- Cloud BUR SiG Members
- Cloud BUR Definition
- Cloud BUR SiG Benefits
- Cloud BUR SiG Standards
- Summary

What is Cloud BUR SIG?

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Cloud BUR Industry Problems



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➤ Lack of industry standards

- ◆ Proprietary APIs
- ◆ Permanent vendor lock-ins

➤ Lack of standards:

- ◆ Neither good for end-users nor vendors
- ◆ Eventually will result in the collapse of Cloud BUR industry

Role: To create and promote Cloud BUR **standards** and promote the Cloud BUR industry by sharing real-world use cases

Cloud BUR SiG



- Cloud Backup and Recovery (BUR) Special Interest Group (SiG) was formulated to *focus* on key issues in cloud backup and restore

Mission: To further the Cloud BUR Industry by educating the marketplace and driving demand for Cloud BUR solutions and services

- **There is no membership fee to join this SiG.**
- **Global entity with members (vendors, end-users and MSPs) from North America, South America, Europe and Middle East**

What Cloud BUR SiG Does?

➤ Cloud BUR SiG:

- ◆ Defines and promotes standards around cloud BUR
- ◆ Promotes the value of Cloud BUR to the industry and its customers
- ◆ Promotes industry's implementation of Cloud BUR standards through the sharing of real use cases
- ◆ Conducts and promotes interoperability demonstrations and plugfests
- ◆ Leverages SNIA and CSI committees and events to educate end-users
- ◆ Advocates customer needs and reflecting user concerns and issues back into the Cloud BUR SiG members
- ◆ Promotes Cloud BUR as an application extension of the CSI and the CDMI standard

Members.



Current
(Vendor)



Current
(Channel)



Over 25 additional vendors and channel companies waiting to join



Cloud BUR Definition

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Why Cloud BUR Definition?

- The definition of cloud is becoming clearer due to the efforts of NIST, Open Cloud Manifesto, etc.
- This clarity has not yet been extended to cloud storage applications
- There was ambiguity about cloud backup among end users
- Cloud backup means different things to different people
- Situation warranted a standard definition of Cloud Backup/Restore from a trusted standards body – SNIA/CSI

Purpose of Cloud BUR Definition



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- Bring clarity to the market with a consistent definition and characteristics for Cloud Backup/Recovery
- To leverage CDMI standard for Cloud Storage services e.g. Backup/Recovery, others, ...

Cloud Backup/Recovery Characteristics

- Multi-tenant
- Shared infrastructure
- User transparency – incredibly easy to use
- Scalable & resource elastic – flexible resources-on-demand
- Pay-as-you-go cost-effective pricing - IaaS
- Accessible as a loosely-coupled service
- Economies of scale

Cloud BUR Definition

- Cloud BUR SiG has been at work creating an industry-standard vendor-neutral definition of Cloud BUR
- The Cloud BUR SiG promotes this definition to facilitate education and standardization
- This definition has been vetted by some of the top industry analysts and SNIA CSI members

Cloud Backup and Restore Definition

- ◆ **Service-Based**
 - BUR application hosted and operated at a central location
 - SP manages the BUR application, hw. resources and security settings
 - End users can fine tune SLAs, policies, business rules, and access control
- ◆ **Ubiquitous Access**
 - Standard networking protocols to transfer data between customer and SP sites
 - Subscribers can back up data to any location that can access the service
- ◆ **Scalable and Elastic**
 - Hw. resources available to subscribers on-demand
- ◆ **Metered by Use**
 - Utility-based cost model – hw. resource usage can be monitored, controlled and reported
- ◆ **Shared and Secure**
 - Data and configuration are kept virtually separate in a scalable, shared infrastructure
 - Data mobility/portability between cloud repositories



Cloud BUR Benefits

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Cloud BUR Benefits For MSPs

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- **Magnification of MSPs size and scope – eliminates geographic boundaries**
 - ◆ MSPs can target and retain customers no matter what their locations are, magnifying their business expertise and expanding their business
- **Operational efficiencies**
 - ◆ Economic downturn, forcing organizations to entertain ITaaS
- **Bigger reward**
 - ◆ MSPs can acquire new cloud-based backup and recovery recurring revenue with little effort
- **Low or few barriers to entry**
- **Fewer capital expenditures to purchase/build storage vault**
 - ◆ Store customer backed up data in the public cloud – minimal capital investment

Cloud BUR Benefits For End Users

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- Peace of mind
 - ◆ SLAs offered by MSPs for data recovery provide assurance
- Ease-of-use, interoperability and flexibility of the data protection strategy
- Security
 - ◆ Multi-layered security is provided by the technology (encryption, password rotation, key escrow management, etc.) and by the public cloud providers
- Reduced downtimes
- Improved RTOs and RPOs
- Cost savings

Cloud BUR can make a significant difference to an organization's IT performance, human productivity and cost savings



Cloud BUR Standards

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Cloud BUR Standards

- Address the accessibility, security, portability and cost of data protection
- Help define roles and responsibilities for data ownership, archiving, discovery, retrieval and shredding/destruction/retirement

What is CDMI?

- Cloud Data Management Interface (CDMI), a SNIA Architecture standard
 - ◆ First industry-developed open standard for cloud computing
 - ◆ Allows for interoperable cloud storage implementations from cloud service providers and storage vendors
 - ◆ Applicable to public, private and hybrid storage clouds
 - ◆ Includes the ability to manage service levels that data receives when it is stored in the cloud
 - ◆ Includes a common interoperable data exchange format to securely move data and its associated data requirements from cloud to cloud.

CDMI facilitates Data portability between public clouds

How CDMI Helps the Market?

➤ End Users

- ◆ Cloud storage subscribers with a simple, common interface
- ◆ End users can select the public cloud provider of their choice based on their own selection criteria (price, geographic proximity, preference, etc.)

➤ Service Providers

- ◆ CDMI's standard interface also enables broad market coverage for service providers
- ◆ Provides unique, non-standard extensions for service providers that want to differentiate without sacrificing broad market addressability

➤ Developers

- ◆ Multi-vendor, industry-standard cloud data storage development interface for application developers
- ◆ Broadest possible market of potential subscribers to cloud application developers

Summary

- Lack of industry standards for Cloud BUR
- The Cloud BUR SIG is creating and promoting Cloud BUR **standards**
- This SIG has created industry definition of Cloud BUR
- Currently promoting CDMI

Call to Action

- Call to Action – Join SNIA and CSI – get involved
 - ◆ SNIA strongly encourages vendors, end-users and channel members to **join as voting members** to participate in and influence the creation of standards.

<http://snia.org/cloud>

<http://snia-europe.org/cloud>

THANK YOU!