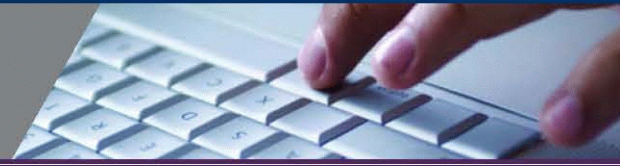


Centerbeam Selects LiveVault® and Connected® for Mid-Market



“There’s no customer or prospect to whom we don’t present both Connected and LiveVault.”

– Karen Hayward, CenterBeam’s executive vice president and chief marketing officer

PARTNER: CenterBeam, San Jose, California

BUSINESS: Managed IT services for midmarket companies

CHALLENGE: Providing best-of-breed backup and restore solutions

It can happen to anyone: the dreaded blue screen signifying computer failure. But that doesn’t have to put you in a panic—if you have a solid backup plan in place.

CenterBeam, a San Jose, Calif.-based provider of managed IT services and Iron Mountain partner, aims to be that backup plan for midmarket companies. CenterBeam provides comprehensive, flexible backup and recovery services for an organization’s servers, desktops and laptops. It handles help-desk services; desktop, server and network management; hosted exchange and other services; hosted compliance

Pure MSP

As a broad-based, full-service managed service provider, CenterBeam reduces the overall risk profile, level of complexity and operating costs for its customers. It has adopted a clear strategy of integrating the most effective IT components into a complete package to best serve its customers.

“Our company doesn’t build proprietary or one-off solutions,” says Karen Hayward, CenterBeam’s executive vice president and chief marketing officer. “We go out and integrate best-of-breed IT solutions to deliver a comprehensive set of infrastructure services.”

Data Protection Required

Besides reducing the risk, cost and complexity of managing their IT infrastructure, CenterBeam’s customers want long-term protection to ensure business continuity and regulatory compliance.

Continued access to systems and, more importantly, the data that resides on those systems is essential to keeping its customers in business. To address those concerns, the company needed to be able to provide optimized disaster recovery in a secure, safe and reliable way—particularly as backup and recovery evolve from tape and physical storage systems to digital and Web-based services.

“CenterBeam is not in the disaster recovery business,” Hayward says. “We’re in disaster prevention. We spend a lot of time proactively managing desktops and servers so there is no major failure. When and if that happens, though, our entire focus is on a rapid return to productivity.”

Backup Solutions Achieved

CenterBeam needed a flexible and efficient solution that provides a range of backup and restore services, can be delivered remotely and is flexible enough to be tailored into its service offerings. The answer was Iron Mountain Digital’s Connected® Backup for PC and LiveVault® services. Connected covers the desktop systems and laptops, while LiveVault provides a similar level of granular backup service for the server side. The flexibility and efficiency of both services fit into CenterBeam’s model of disaster prevention, and help give its customers the data protection they need.

“They’re tightly woven into our core set of infrastructure services,” says Hayward. “There’s no customer or

prospect to whom we don't present both Connected and LiveVault."

Connected for Desktops and Laptops

CenterBeam also uses Connected to centrally manage its distributed data backups. Connected provides for automated backups, system roll-back following data loss and flexible backup scheduling. Through Connected, CenterBeam's customers can retrieve damaged or lost files without help-desk intervention.

"We've been using Connected since 1999," Hayward says. "It's an integral part of our service. It's an incredibly efficient desktop backup solution."

LiveVault for Servers

LiveVault provides similarly granular services at the server level, including fully automated backups, continuous backups to ensure against data loss and built-in protection for open files. The open file protection ensures that any file being used during an outage or other disaster can still be recovered.

"The market for LiveVault is huge," Hayward says. While the size of the market is one factor, the state of the market is equally important; many companies rely on outdated backup technology.

Blue Screen Tales of Terror

Not even Hayward could escape a case of the dreaded blue screen of death. While preparing a presentation in Washington, DC, she fired up her laptop only to be greeted by that unsettling field of blue. A quick call to CenterBeam's help desk confirmed her worst fears. "The agent said it was a complete and total hardware

failure, and he'd have to give me a new machine," she says.

The enterprising service agent asked Hayward where she would be the following day, and he arranged for a new laptop to be sent to her hotel the very next day. Even better, the new laptop had all her files, folders, data, presentations and settings intact: they had been preserved because Hayward's laptop was backed up with Connected.

"They performed a Connected restore to get all my data and all my settings—everything was there. And all of this was loaded on a new piece of hardware," she says. "As a mobile worker, I found it an amazing experience—I didn't skip a beat."

"The only thing you lose is what you didn't back up since the last time," she says. "But I had a lot of documents on my desktop and they were all there."

Value and Differentiation

As CenterBeam expands its market to more midsize companies, and with an increasing global presence, the services it provides with Connected and LiveVault will continue to be a core differentiator. CFOs in this sector continue to cope with constant technological change and increasing threats to security and business continuity. "They're overwhelmed with the increasing complexity of managing all aspects of their infrastructure. With more pressure around data and infrastructure security, email and user expectations of 24/7 service and support, they have it coming at them from all angles," says Hayward.

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