

Continuous Business Protection



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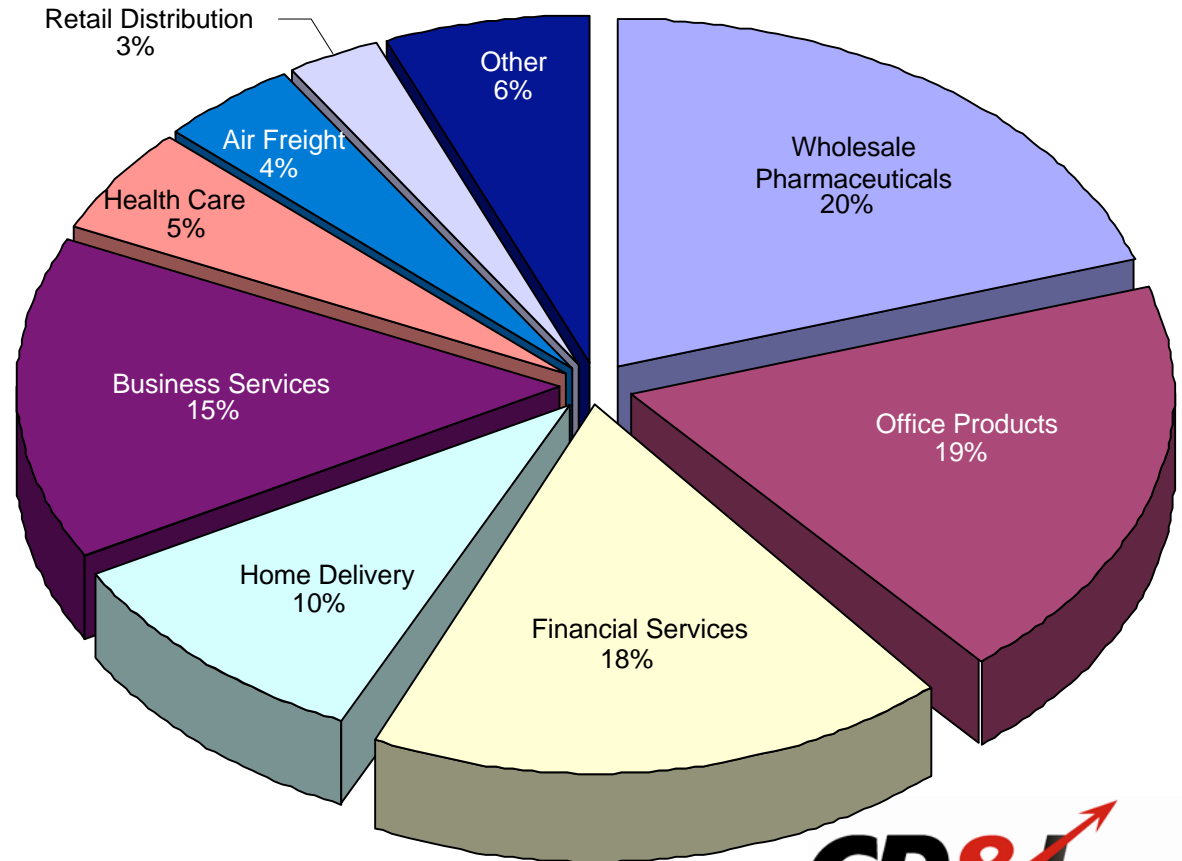
Gartner Storage Summit, June 2006





CD&L | *Our Business*

- ❖ National leader in the customized, time critical, same-day, ground delivery industry
- ❖ 11,000+ customers with 92 locations in 62 cities
 - ❖ Financial Services
 - ❖ Pharmaceuticals
 - ❖ Office Supplies
 - ❖ Consumers
- ❖ 3,500+ contractors and employees
- ❖ Headquarters: South Hackensack, NJ
- ❖ American Stock Exchange: (CDV)



Business | Challenges

- ❖ 24 x 7 operations
- ❖ 50,000+ deliveries per day
- ❖ 30 min. delivery windows (distribution)
- ❖ 90 min. service commitments (on-Demand)
- ❖ Real time delivery tracking (market expectations)
- ❖ 15-90 minute cross dock turnaround
- ❖ The Goal of CD&L is to become a "REALTIME" Enterprise
 - ❖ To provide real time Mobile Data Capture devices to all drivers.
 - ❖ To provide package level tracking in real time.



CD&L | *IT Challenges*

- ❖ Reduce recovery time objectives (RTO) and recovery point objectives (RPO) while staying within budget
- ❖ Reduce DR scenario from two weeks to instantaneous
- ❖ Manage growing and divergent Data Lifecycle scenarios
- ❖ Transparency
 - ❖ Making information available in real-time to users internally & externally
- ❖ Migration to multiple Data Center infrastructure



The Goal | *Continuous Business Protection*

- ❖ Continuous Business Protection (as defined by CD&L)...
 - ❖ Ability to recover at any granularity – emails, files, databases, applications, servers, datacenter
 - ❖ Rollback to any and every point in time with guaranteed consistency
 - ❖ Eliminate backup windows by efficiently saving every transaction in real time
 - ❖ Guarantee consistent recovery times independent of data set size
 - ❖ Automatically enforce data management policies



CD&L | *Alternatives Considered*

- ❖ Traditional Data Protection Applications
- ❖ Volume Snapshots and Volume Replication Tools
- ❖ Block Level Data Protection
- ❖ Host Based Replication
- ❖ Other CDP appliances and technology



Why **asemp**ra?

- ❖ On Demand Recovery Management
 - ❖ Asempra Business Continuity Server
 - ❖ The solution is application aware and guarantees data consistency
 - ❖ It provides the ability (with confidence) to restore to a live production environment or alternate location
 - ❖ Virtual on Demand Recovery (VODR) – our applications are available during recovery operations



CD&L | *Results*

- ❖ Improved Recovery Time SLA's
- ❖ Reduced Data Loss
- ❖ Simplified Recovery Infrastructure
- ❖ Reduced CapEx and OpEx
- ❖ Reduced Business Line Recovery Expense



CD&L | *Lessons Learned & Next Steps*

- ❖ Lesson 1
 - ❖ Recovery is not enough
 - ❖ Data consistency + application recovery = business resumption

- ❖ Lesson 2
 - ❖ Get to know your data
 - ❖ Implementation forces you analyze and reclassify data (what data needs CDP)

- ❖ Lesson 3
 - ❖ Vendor Solution and Business Strategy Alignment
 - ❖ Technology + features + roadmap = business requirements

- ❖ Next Steps
 - ❖ Granular Restore
 - ❖ Linux
 - ❖ Provision DR Site
 - ❖ DR implementation (replication)



CD&L | *Recommendations*

- ❖ Choose a solution that is application aware
 - ❖ Block or volume-level solutions can't guarantee data consistency
- ❖ Look for a solution that
 - ❖ Maximizes the automation of recovery operations
 - ❖ Provides application availability during a recovery
- ❖ The Roadmap is as important as what's available today
- ❖ Innovative Technology
- ❖ The People
 - ❖ Service, support, trust
 - ❖ Partnership – interested in making me successful

