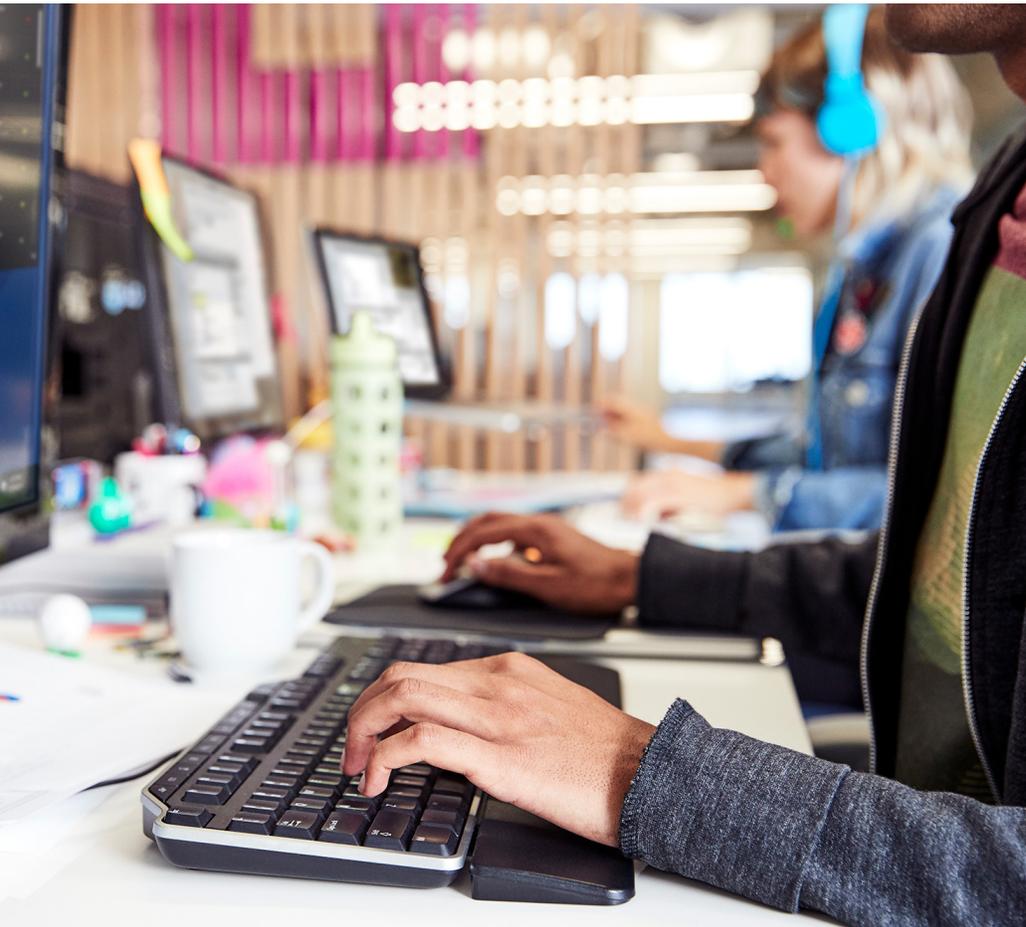


Managed service provider beats ransomware with hybrid backup and recovery configuration

Ignite Business Communications runs Rapid Recovery on premises and in its datacenters to ensure clients are operational within 4 hours of a disaster or a ransomware attack.



“For me, traditional backup is not what companies should be implementing now. Business continuity and disaster recovery absolutely are.”

*Andy Portlock
Commercial Director, Ignite Business Communications*

Quest™

CUSTOMER PROFILE

ignite
BUSINESS COMMUNICATIONS

Company	Ignite Business Communications
Industry	Information technology, managed services
Country	U.K.
Employees	125
Website	ignite.co.uk

BUSINESS NEED

Ignite discovered an urgent need among small to medium businesses (SMBs) to put robust disaster recovery in place for business continuity.

SOLUTION

Using Rapid Recovery as the basis for disaster recovery (DR) and data backup, Ignite has developed a Cloud Backup and Recovery service that replicates client data to an on-premises server, then to its datacenters. The configuration has shortened recovery times dramatically, even after a ransomware attack.

BENEFITS

- Ensures that SMBs can recover data and continue business promptly
- Slashes recovery time from days to 2-4 hours
- Provides data backup solutions and recovery of everything from files and folders to entire servers

SOLUTIONS AT A GLANCE

- [Data protection](#)

Ignite Business Communications, a managed IT service provider, structures everyday data backup and disaster recovery by telling companies to assume their building may one day burn down.

“Too many SMBs are still hanging their business continuity plan on tape drives,” says Andy Portlock, commercial director at Ignite. “We tell them, ‘Suppose you go in on Monday morning and your business is burnt down. You’ve got a tape that you took home with you on Friday in your handbag or your briefcase. Is it going to work? Can we recover any meaningful data from it?’”

Portlock notes the widespread problem of too many crossed fingers, too little testing, too much human intervention and too many resulting failures. But that’s only the technical problem. Next, he urges them to think about the business impact.

“If we can use the tape backup,” he continues, “where is their recovery point? How many days of work have they lost? Two days? Three days? What if tape quality forces us to go back a week? Then what if it’s another three to five days of recovery time to restore from backup and get their servers running again?”

DISASTER RECOVERY THAT'S GOOD ENOUGH FOR BUSINESS CONTINUITY

Ignite realized that tape backup might suffice for recovering deleted files and folders, but the process was too error-prone for clients and too time-consuming for Ignite to work with if disaster struck. Portlock and his partners set out to design their own DR offering.

They realized that most SMBs avoid DR, assuming that it is expensive and suitable only for larger organizations. So Ignite studied the market for affordable DR good enough to be part of a business continuity plan. They wanted to offer their clients recovery point objectives (RPOs), recovery time objectives (RTOs) and a strict service-level agreement (SLA) in the event of a disaster. As a longtime Quest® channel partner, they decided to evaluate the potential of Rapid Recovery to get a business up and running again quickly.

“We’ve built our Ignite Cloud Backup and Recovery service around Rapid Recovery from Quest,” says Portlock. “It works for our small business clients with 30 to 100 users and scales up easily to our medium-sized clients with 100 to 500 users. That scalability was very attractive to us because it meant we could offer DR to our entire target market – currently more than 600 contracted clients – with a single product. And Rapid Recovery gives us the flexibility to tailor recovery points and recovery times to the needs of our clients.”

RAPID RECOVERY AND CLOUD BACKUP

The Ignite Cloud Backup and Recovery service consists of Quest’s Rapid Recovery replicating the client’s data to an on-premises server. Then, as a measure for true DR, Ignite also replicates from that local server to multiple datacenters so that it always has another copy.

As a managed service, Ignite receives simple requests almost daily to recover files and folders from backup. Since the requests are not business-critical, Ignite deals with them straightaway from the on-premises server. Almost any time a client has a problem, even something like a downed server or corrupted disks, Ignite’s service uses Rapid Recovery to restore the files, folders and even the entire system from the on-premise server.

“That’s quick and nearly seamless,” says Portlock. “More than nine times out of ten, we use that local server for small recovery jobs instead of going to our datacenters.”

Ignite takes its combination of IT disaster recovery solutions and business continuity

“Rapid Recovery gives us the flexibility to tailor recovery points and recovery times to the needs of our clients.”

*Andy Portlock
Commercial Director, Ignite
Business Communications*

PRODUCTS & SERVICES

SOFTWARE

Rapid Recovery

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*Andy Portlock
Commercial Director, Ignite
Business Communications*

one step further with its DR Suite offering. In case a client suffers a disaster and cannot use its own office, Ignite maintains in each of its branches an empty office with computers and phones. With less than four hours' notice, Ignite can use Rapid Recovery to restore the client's systems from the datacenter backup. It can then accommodate up to 10 of the client's employees in the DR Suite so they can continue doing business.

BEATING A RANSOMWARE ATTACK

Rapid Recovery and the Ignite Cloud Backup and Recovery service helped one client escape a CryptoLocker attack unscathed. Late on a Friday, the company found that the ransomware had quickly locked down all its systems, and Ignite determined to its surprise that the onsite snapshots and backups had been infected as well.

“Had the client maintained only on-premises backups,” says Portlock, “it would have been in real trouble: no access to any core applications or business data, and no local backups. Fortunately, CryptoLocker hadn't managed to spread to our datacenters. From the data we had there, we were able to spin up virtual machines and get the client running again that same weekend because our service had replicated the data multiple times.”

Ignite believes in the value of testing DR, to the point of including annual DR drills as part of its managed service. Portlock finds that there are always anomalies – overlooked files, forgotten folders, an unprotected machine – and testing is the best way to scope them out and cover them.

“For me, traditional backup is not what companies should be implementing now,” he says. “Business continuity and disaster recovery absolutely are. Ransomware is

part of the new normal and companies need to think accordingly.”

STRONG SUPPORT FOR CHANNEL PARTNERS

As a managed service provider, Ignite needs a technology partner it can rely on. Its backup and recovery solutions bear the Ignite name, so it depends on Quest's credibility because its clients ask about the underlying technology. Portlock is pleased with Quest's strong focus on channel partners like Ignite.

“For me, that's absolutely vital,” he says. “Quest has to be credible in the marketplace for the products it offers, and they are credible. In our partnership, Quest shares product updates and roadmaps with us. They invest a lot of time and money in training our technical and sales teams. Obviously, they believe that any partner selling their solution or product must have everything necessary to sell it effectively. That makes it easy for us to articulate the value of Quest to our clients.”

ABOUT QUEST

Quest helps our customers reduce tedious administration tasks so they can focus on the innovation necessary for their businesses to grow. Quest® solutions are scalable, affordable and simple-to-use, and they deliver unmatched efficiency and productivity. Combined with Quest's invitation to the global community to be a part of its innovation, as well as our firm commitment to ensuring customer satisfaction, Quest will continue to accelerate the delivery of the most comprehensive solutions for Azure cloud management, SaaS, security, workforce mobility and data-driven insight.

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