

## EMC Managed Availability Services

### EMC Managed Availability Services help you improve your availability and recovery program while managing costs

Over 50 percent of respondents report average RTOs and RPOs of less than four hours for most important applications.

“Our research shows that users are looking for—and, importantly, are implementing—data protection technologies that quicken recovery times (i.e., RTOs) and minimize potential data loss (i.e., RPOs).”

**Recovery-focused Data Protection:  
Research Shows Your Future  
Depends On It**

**Enterprise Strategy Group  
January 2007**

Regulatory groups, auditors, boards of directors, and corporate executives are seeking a more thorough understanding of their organizations' ability to continue business operations under various outage situations. During these reviews, organizations are demanding specific service-level commitments relative to data currency—recovery-point objective (RPO)—and system and application availability—recovery-time objective (RTO). Each of these parameters establishes a framework for business continuity solution requirements.

#### Business Challenges

Many organizations find that their existing business continuity program is inadequate to meet service-level requirements of the business today and in the future. In some cases, the challenge is that the continuity infrastructure is outdated or unsuitable for today's applications. In other situations, the many demands placed on IT organizations prevent them from applying sufficient focus and expertise to addressing ongoing business continuity concerns. This can result in failed audits, lengthy recovery times, or exposure to data loss in case of an outage.

From an organizational standpoint, challenges include out-of-date analysis of the business impact of an outage, unclear specification of service levels from business stakeholders, and developing a multi-year enterprise-wide business continuity strategy and technology roadmap.

From an infrastructure standpoint, some of the challenges include lack of an adequately staffed and equipped recovery data center, and reliance on technologies such as tape-based backup that no longer meet business requirements.

EMC® Consulting addresses these challenges by leveraging its longstanding business continuity experience and expertise through Managed Availability Services.

#### EMC Managed Availability Services: for mission-critical business processes and applications

Managed Availability Services are for clients who need to improve their business continuity solutions by achieving better service levels (shorter recovery times, less data loss) and who would benefit from leveraging an expert supplier to help drive those improvements.

EMC Consulting designed this service to provide clients with long-term support (the typical Managed Availability Services program runs 3–5 years) so improvements are sustainable and the return on investment in disaster recovery can be effectively measured over time.

## Solution Value

Clients with EMC Managed Availability Services dramatically improve their business continuity program. They do so by leveraging EMC's combination of skilled leadership, industry knowledge, methods and tools, and a formal, highly disciplined management results-reporting process. This service delivers:

- Fully documented processes, tools, and training materials that combine best practices from hundreds of EMC clients—materials you would otherwise have to build and maintain yourself.
- Monthly status reports and detailed quarterly progress updates that provide you the assurance the program is producing results and reducing business exposures.
- Periodic briefings to keep you updated on industry trends and new technology developments, so you can incorporate relevant developments into your longer term disaster recovery roadmap.
- An EMC program manager and dedicated staff to drive results—staff that EMC recruits, trains, and develops. This leadership team has access to a pool of industry experts who supplement your core IT staff—and save them time—so they can focus on running operations.
- EMC takes responsibility to manage the many IT suppliers (servers, storage, telecommunications, software, etc.) and stakeholders involved in a disaster recovery solution so you can achieve streamlined accountability and reduce management complexity.

“EMC’s vendor-agnostic approach and knowledge of industry-leading availability/recoverability solutions allowed us to develop a cost-effective solution that is aligned to meet current and future business needs.”

**John Frech**  
Senior Vice President  
CheckFree Corporation

## Why EMC

With over 2,700 business, application, and infrastructure consultants focused on information infrastructure challenges, EMC Consulting is the largest information-focused consultancy in the world. EMC has extensive client relationships with more than 50 percent of Global 500 companies, and a global reach complemented by local delivery. EMC Consulting’s experience with business continuity programs makes it the logical choice for long-term Managed Availability Services engagements.



**EMC Corporation**  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

### Take the next step

For more information, visit [www.EMC.com/consulting](http://www.EMC.com/consulting) or contact your local EMC Consulting representative.