



Backup as a Service

Backup as a service (BaaS) is an approach to backing up data that involves purchasing backup and recovery services from an online data backup provider. Instead of performing backup with a centralized, on-premises IT department, BaaS connects systems to a private, public or hybrid cloud managed by the outside provider.

BaaS solution offers:

- Automated saving - can be scheduled on any interval (ex. Backup at the end of the day or multiple times throughout the day)
- All types of files and databases can be saved and backed up effectively (files, folders, SQL, exchange, system state, system images)
- Pricing is (typically) by terabyte
- Files are replicated

What to look for in the field:

- Compliance-driven organization
- Limited space or energy (in server room)
- Tape backup
- On-premise file server
- Legacy data
- Lack of best practices
- Customers who don't react well to the price of DRaaS

Discovery Questions:

- Where are your servers physically located?
- What are you hosting on your servers? Applications? Data? Both?
- Who is responsible for managing your server and the data stored on them?
- If a data corruption event occurred, what's your plan to remedy the situation?
- Have you done a cost evaluation on a data corruption event?

Having a BaaS conversation is the stairway to a larger conversation around Disaster Recovery as a Service (DRaaS). Learn more about DRaaS here:

blog.tbicom.com/selling-cloud-as-a-service-solutions