

**Geminare targets cloud-based Recovery as a Service**

*Offers reliable, on-demand data and application recovery for SMEs*

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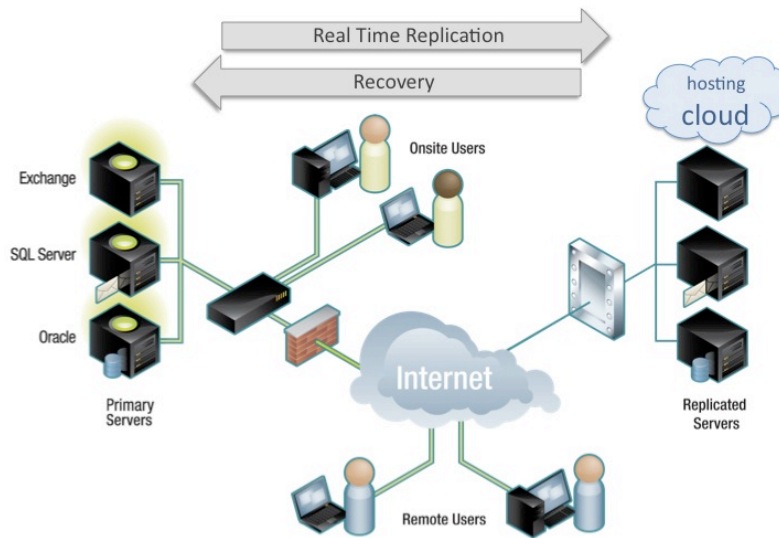
**G**eminare, an emerging strength in the Recovery as a Service (RaaS) market, is bolstering its channel-only partner program for managed service providers, value-added resellers and OEMs with new cloud-based services called Cloud Recovery and Cloud Storage Assurance that are targeted at small and mid-sized enterprises.

Based in Toronto, the company is offering businesses that may lack the infrastructure and IT resources to maintain an offsite disaster recovery capability for their servers, the ability to outsource their recovery and business continuity needs through a cloud-based service offering. Often these businesses are prevented from deploying enterprise-level disaster recovery services because they are cost-prohibitive and difficult to manage. Yet, just like any small and medium enterprise-size company, they need to be able to provide continuous availability to applications and data in order to protect the viability of their business.

Geminare’s Cloud Recovery and Cloud Storage Assurance platforms let MSPs, VARs and OEMs provide their customers with server replication services and automatic failover and failback for their business-critical applications such as Microsoft Exchange, SharePoint and SQL Server, as well as Oracle databases and others.

**Enter Cloud Recovery (Server Replication) and Cloud Storage Assurance 2.0**

Cloud Recovery allows for the continuous availability of business-critical applications via real-time asynchronous replication of a customer’s Windows, Unix and Linux file and application servers to any cloud vendor. For now those cloud vendors include Amazon S3 and EC2, EMC’s Atmos Partners including AT&T and Pier1, Rackspace, Nirvanix and Iron Mountain’s Archive Service. When a server failure occurs the user traffic is automatically redirected to a replica server in the cloud and business continues unabated.



**Geminare’s Cloud Recovery and Server Replication**

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The replication capability provided by Cloud Recovery is block-based and allows for automatic failback when the file or application server is restored. After an initial synchronization between the local server and the replica server, the software detects block-level changes to files and data and copies the changes to the replica server in real-time. Data is compressed and encrypted in-flight to further protect customer data. Cloud Recovery protects not only physical servers, but also any virtual servers deployed in a customer's environment.

Unique to Geminare's Cloud Recovery offering is the ability to seamlessly and effortlessly failback a cloud recovery server to the production environment once the failure has been addressed. This capability, typically only available in the Enterprise market, is a huge differentiating factor to the Cloud Recovery offering - one that sets it apart from the look-alike "imaging" DR vendors.

A remote management application is also available for Cloud Recovery. Called iCloudRecovery, the iPhone application allows customers as well as an MSP, VAR or OEM to initiate 'one-button' failovers or failbacks and to manage the server replication environment through any iPhone-enabled handheld device. Customers have full visibility into their replica cloud environment at anytime and from anywhere.

Cloud Storage Assurance 2.0 adds an indexing and archiving engine to the replication service that lets users build a verifiable audit trail for their files and data. For every file or e-mail replicated into the cloud, a metadata reference or key is created. This metadata guarantees the authenticity of all archived data. Any files within the cloud that are altered can be easily identified through mismatched keys. This capability lets SME customers meet their compliance and eDiscovery requirements. Cloud Storage Assurance also provides data migration capability from one cloud to another so that customers can change their service or cloud provider at will. On-the-fly encryption and compression capabilities ensure data stored in an offsite cloud remain completely protected and secure.

### **Geminare Channel Partner Network**

Geminare has a comprehensive MSP, VAR and OEM program that companies such as Bell Canada, Hosting.com, CA Technologies, Qwest Communications and Ingram Micro have taken advantage of to sell Recovery as a Service products. The program offers MSPs and VARs a channel-only white-label cloud service that they may rebrand and offer to their client base. Key benefits of the Geminare Channel Partner Network include lead generation, certification, sales tools, technical assessment and 24/7/365 support.

Geminare's technology is cloud vendor-agnostic and provides an MSP, VAR or OEM with a solution that requires no additional hardware, software, licensing, maintenance, training or support. Partners can offer a turn-key full disaster recovery solution to their customers for as little as \$449 per month per protected server and increase their revenue per hosted server.

### **SSG-NOW Assessment**

Geminare is well positioned to dominate the Recovery as a Service market for SMEs. Its channel-only focus allows MSPs, VARs and OEMs to offer disaster recovery capabilities without a large capital investment. Geminare's white label strategy lets partners leverage their own brand name. With Geminare's offering neither the customer nor the partner are required to invest in hardware, software or staffing. In addition, its subscription-based service and easy deployment – less than 24 hours – makes it a boon for MSPs, VARs and OEMs.