



Strategic Thinking

New Business Models for Tech Success

Geminare myVault Email Archive Powered By Microsoft's Windows Azure Cloud

Instant-On Data & Email Archiving Solution Offers Businesses Feature-Rich Backup Capabilities Delivered Via the Cloud

Opening Thoughts

Although everyone talks about the explosive growth of social networking tools, such as Facebook and Twitter, the fact is that email continues to be the preferred communications method for the vast majority of users, with over 350 million Hotmail users, 310 million Yahoo! Mail users and 350 million Gmail users.

While email is pivotal to the day-to-day operations of most organizations, few have taken the precaution of backing up their email systems to safeguard against a service disruption that can threaten their email messages records and associated data.

Small- and mid-size businesses (SMBs) spent \$11 billion on Cloud Computing in 2011 worldwide, according to Techaisle, an SMB-focused research firm, which predicts Cloud-based storage services will grow at a compound annual growth rate (CAGR) of 12 percent through 2015, with email back-up and recovery representing a growing proportion of this growth.

One of the fastest growing providers of Cloud-based RaaS solutions is Geminare.

This profile will examine the company's RaaS capabilities and show how they have capitalized on the substantial popularity of Public Cloud Infrastructure also known as IaaS (Infrastructure as a Service) by embedding their leading archiving solution into Microsoft's Windows Azure platform to create a new solution called **myVault Email Archive powered by Microsoft Windows Azure**.

About Geminare and Its New myVault Email Archive powered by Microsoft Windows Azure™

For over 7 years, Geminare has been offering a Cloud-based, enterprise-class RaaS solution portfolio through its global channel network at a fraction of the cost of traditional solutions, and without added complexity, allowing for rapid deployment, greater scalability and a substantial channel enablement.

Geminare's flagship offering, launched in 2009, is their Cloud Recovery BC/DR solution. Cloud Recovery provides cloud-based, real-time replication and near instantaneous failover and failback capabilities with no on-site hardware; it is available today via Geminare's channel partner network in over 20 countries in North America, Central America, Europe, Australia and China.

Geminare introduced Cloud Storage Assurance (CSA) 2.0 – a next-generation cloud storage, indexing and archiving solution – in 2011. CSA 2.0 gives SMBs auditable data archiving capabilities without costly infrastructure, staff or software investments. It can be deployed as a stand-alone managed service, or as an add-on to Geminare's Cloud RaaS service, once again providing substantial value-added services and solutions to the broader channel partner market.

In 2011, Geminare launched Virtual Server Rapid Recovery (VSRR), a solution that leverages Geminare's lead in the Cloud Recovery market and expands it by integrating a fully featured online backup engine, by offering reduced Recovery Time Objectives (RTOs) from days to a few hours, at an entry level price point never before accessible in market.

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During that same year, Geminare also introduced its patented Cloud OnRamp Enablement Platform (Cloud CORE). Cloud CORE is built on the proven platform underlying Geminare's RaaS solutions and delivers multi-tier, multi-tenant channel enablement capability for solutions that are typically delivered only onsite. Geminare's CORE breathes new life into traditional on-premises software solutions by transitioning them into a Cloud-based, on-demand solution that can leverage virtually any Cloud infrastructure. Cloud CORE enables ISVs to extend their software solutions to the Cloud more quickly so they can capitalize on new market opportunities while preserving the value of their existing software assets and customer base.

These capabilities attracted Microsoft to team with Geminare and to create a strategic partnership to launch **myVault Email Archive powered by Windows Azure**.

The new service enables data to be retrieved from the customer site via a secure https channel, and archived within the Windows Azure storage Cloud. Along with standard features such as encryption, flexible archiving, indexing and legal hold capabilities, the myVault platform also includes advanced high-speed search functionality and powerful audit trails to satisfy customers' governance and compliance needs. The email and attachments are indexed, allowing data to be found more easily via individual user accounts at any time. This eliminates the time and costs typically associated with email retrieval during eDiscovery, compliance or other regulatory purposes. Setting myVault uniquely aside from other email archive solutions is its ability to provide a virtually real-time search and retrieval access for each individual end user account, which is a clear indication of the strength of the back end Cloud infrastructure.

myVault also offers premium features which give partners and resellers the ability to 'white-label' the offering. Partners can also take advantage of a multi-tiered billing and management platform built on Geminare's CORE platform capabilities. This enables partners and resellers to bill end customers directly, giving them greater control over their recurring subscription revenue streams to better maintain and build strong customer relationships.

myVault is available today through the Microsoft Windows Azure Marketplace and Geminare's global network of channel partners, with Geminare's complete BC/DR service portfolio being deployed on the Azure Cloud throughout 2012.

Strategic Thoughts

The Geminare-Microsoft alliance represents a clear example of a win-win-win-win situation for the two companies, their partners and countless end customers that will benefit from this solution.

The rapid growth of today's Cloud services has been driven by the accelerated demand on technology partners, enablers and trusted advisors to remain relevant and to provide value within the evolving Cloud ecosystem. As the on-demand Cloud infrastructure and storage solutions become the table stakes for any provider looking to offer Cloud services, we see that high quality, feature rich Cloud applications and solutions are quickly becoming the differentiating, value-added solutions that partners must rely on to maintain and win customers.

Geminare's myVault capabilities enable Microsoft to offer more Cloud-based solutions via its Windows Azure platform, thereby allowing Microsoft partners to offer broader data management portfolios to meet their customers' escalating needs and quickly establish a foothold in the rapidly expanding public cloud email archiving market, without having to invest in any additional infrastructure, software or staff. This enablement capability, by which Geminare has emerged as a market leader, will keep Geminare and its vast partner ecosystem nicely ahead of the Cloud services curve.

About THINKstrategies, Inc.

THINKstrategies is a strategic consulting services firm that helps enterprise IT and business decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and venture capital firms with their investment strategies. It also administers the Cloud Computing Showplace (www.cloudshowplace.com), an online directory of over 1900 Cloud solutions and best practices resource center. For more information, visit www.thinkstrategies.com, or contact Jeffrey Kaplan, Managing Director, at 781-431-2690 or jkaplan@thinkstrategies.com.