

**Tier1Research**

Sprott Asset Management grows confidently with Geminare's recovery as a service

Enterprise and Mass-Market Hosting

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The economics of cloud storage just fit the bill for a number of small and mid-sized companies to run backup and disaster recovery with zero capital investment. What differentiates **Geminare** from other cloud storage enablers is its ability to offer an enterprise-class server replication solution in a disaster recovery-as-a-service delivery model. The company's cloud storage solution is more than a simple backup service, which is typically used by SMBs for archiving non-mission-critical data. In a nutshell, it utilizes 'block level replication' to provide instantaneous failover when the primary server is down and fallback when the server is restored. This has helped small and mid-sized companies to achieve continuous server availability. T1R had the opportunity to run through the data replication cycle and found the experience to be a positive one.

Geminare believes its 100% channel partner strategy can help reach out to a larger addressable market in the SMB segment. The company does have a robust channel partner program backed by a comprehensive channel management portal. Aside from working closely with leading technology and telecom partners such as **Bell Canada** and **CA Inc**, Geminare continues to expand its channel partner ecosystem to include distributors such as **Ingram Micro** and value-added resellers such as **CDW**. Although Geminare has hosted its servers at the co-location facilities for leading partners like CA, its goal is to enable hosting and telecom providers to run the SaaS platform out of its partners' hosting facilities in the long run. See "Geminare adds more cloud options for disaster recovery as a service".

Use case: Sprott Asset Management

A fund company headquartered in Toronto, Canada. **Sprott Asset Management** (SAM) is the business unit of Sprott Inc. to manage a family of mutual funds, hedge funds and discretionary managed accounts for corporations and institutions. The IT director at SAM was under constant pressure from investment professionals to ensure continuous availability of data and applications as well as facilitate communications between investors and colleagues on time-sensitive investment information.

Challenge: To reflect the company's growing demand for continuous access to data and applications, the Sprott IT team went through a revamp of its existing IT infrastructure, upgrading phone, email and networking resources. However, recovery of data remained a concern. Initially, the company relied on tape backups, but these proved cumbersome and time-consuming, not to mention the security concerns over physically moving data off-site. Colocation appeared to be the last resort, but it would require a costly and complex data clustering solution. Server virtualization addressed some of Sprott's IT concerns associated with cost and complexity, but insufficient virtualization experience kept Sprott at bay.

Solution: Deploying a host-based backup system that combined CA ARCserve Replication software, formerly known as CA **XOsoft** Replication, with Geminare's SaaS Business Continuity Platform, to ensure continuous service availability for all Windows-based file and application even in the case of a critical system failure.

Value: Geminare SaaS platform enabled the Sprott IT team to overload IT support for constant data replication in a cost-effective manner. Rapid service deployment and seamless integration was deemed valuable for the IT department to run the show. And the user experience has been improved since the failover of the active applications can take place without disrupting any normal business operations.

What's next: the IT director at Sprott has incorporated Geminare's scalable SaaS platform into its IT roadmap. The company has planned to add more of Geminare's hosted servers incrementally.

T1R take

T1R believes that as cloud storage service for enterprises evolves, it will continue to diversify, taking in a range of new capabilities for delivering cloud storage solutions with differing service value and business requirements. That being said, we also think that expanded choice can push prices in only one direction – downward.

The flexibility of Geminare's partner engagement approach is appealing to various types of players in the cloud vendor ecosystem. Indeed, Geminare's Recovery-as-a-Service (RaaS) platform has started catching eyeballs with a growing number of channel partners in the cloud play. For example, **Enomaly** recently deployed Geminare's white-labeled Server Replication RaaS platform on Enomaly's Elastic Computing Platform (ECP) to bring on-demand disaster recovery capability to its service provider customers. This could lead to

