

**Tier1Research**

Iron Mountain's cloud reboot comes into view with Geminare deal

Internet Content Distribution

by Jim Davis

May 2, 2011

Iron Mountain, a company grounded in document storage and information management, is in with the cloud, just not its own cloud. The company is partnering with Toronto-based **Geminare** to provide business continuity and disaster recovery services under Iron Mountain's **LiveVault** brand.

Recently, Iron Mountain closed its stand-alone cloud backup service amid a reevaluation of how to compete against disaster recovery and backup service providers with a heavier tech background. Seeing that it didn't have the resources to compete against the big scale of an **Amazon** or **Rackspace** in the cloud arena, it has decided to follow the old adage of "If you can't beat them, join them," in a manner of speaking.

The partnership with Geminare will give LiveVault customers access to BC/DR services with the ability to use any of a number of cloud storage vendors supported by Geminare. Those vendors include cloud storage services from Amazon S3, **AT&T** Synaptic Storage, **Nirvanix**, **PEER 1**, Rackspace and others. Geminare's software allows 'block level replication' to provide instantaneous failover to a VM (and supported applications) running on a cloud compute service when the primary server is down and fallback when the server is restored.

Background

Iron Mountain's digital business was built through a number of acquisitions, with the main deals being **Connected Corp** in October 2004 for \$109m, **LiveVault** for \$42m in December 2005, **Accutrac Software** in July 2007, **Stratify** in October 2007 for \$158m and, finally, **Mimosa Systems** for \$112m in February 2010. All those businesses (and some other products that make up the digital business) brought in only \$235m in revenue in 2010 out of the total of \$3.1bn in revenue.

T1R take

T1R suggested in April after Iron Mountain closed its cloud storage service that it should find a partnership strategy that allows customers to choose their cloud platform while providing a platform that layers other services like DR and BC onto the cloud. It has done just that with the Geminare partnership. Iron Mountain has had trouble showing that it can grow its digital business, but partnering with Geminare puts it in good stead from a technology perspective. Geminare has deals with **Qwest**, **Bell Canada**, **Allstream**, **CA Technologies**, **Ingram Micro** and others. Now it's up to Iron Mountain to finally show it can sell customers on its digital strategy.

© Copyright 2011, Tier1Research.com. All rights reserved.