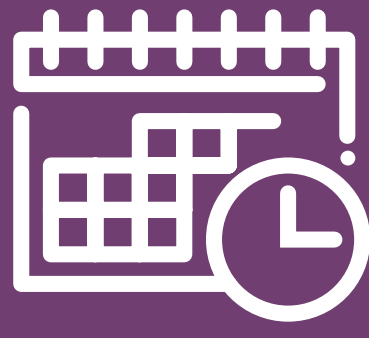


# MIND THE GAP

## HOW OFTEN DO YOU BACKUP YOUR DATA?

Regular backups are a vital part of maintaining business resilience. But if you haven't backed up your data for a while when disaster strikes, your organisation will still be hit with significant downtime, disruption and data loss.

### DAILY BACKUPS



GAP - 24 HOURS

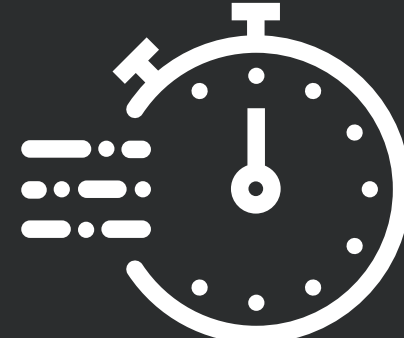
### SNAPSHOT-BASED REPLICATION



GAP - 4 HOURS\*

\*Most common RPO is 1-4 hours

### CONTINUOUS DATA PROTECTION



GAP - SECONDS

3 OUT OF 5 BUSINESSES SUFFERED  
PERMANENT DATA LOSS IN THE PAST 12 MONTHS

## MAIN CAUSES OF UNRECOVERABLE DATA



GAP BETWEEN  
BACKUPS



BACKUP SYSTEM  
FAILURE



DATA  
CORRUPTION

## BACKUP-AS-A-SERVICE (BaaS) FROM CREATIVE ITC TAKES AWAY THOSE PROBLEMS.

As part of Creative's true business resilience solution, our team of data specialists will take care of everything, giving you confidence you can retrieve your valuable data and fully recover as quickly as possible.

## 10 BENEFITS OF CREATIVE'S BaaS



### ALL DATA PROTECTED, EVERYWHERE

Whether you use physical on-premise servers, containers, laptops, SaaS-based applications including Microsoft O365, multi or hybrid cloud infrastructures, we've got you covered.



### SINGLE, SEAMLESS SOLUTION

Delivered as a stress-free, fully managed service, using industry-leading technology and following best practice, Creative's data specialists take care of everything to ensure your valuable customer, business and employee information is safe.



### OPTIMISED PROTECTION

Critical data may require continuous replication; some systems may need replicating hourly to a warm standby for fast failover and DR; and some may only need backing up once in a while. We'll help automate this process by setting up the right rules.



### RECOVER QUICKER

Continuous data protection (CDP) enabling you to meet recovery point objective (RPO) and recovery time objective (RTO) targets for even the largest data sets, bringing restoration times down from days to minutes.



### PEACE OF MIND

Confidence knowing your data protection strategy adheres to latest industry best practices, with constant validation your information is restorable.



### STRENGTHENED SECURITY

Built-in cyber defences with layered, air-gapped cloud security, restrictive account access and data isolation.



### IMPROVED CONTROL

Through single-pane-of-glass management and dashboard reporting, we'll provide an organisation-wide, real-time view of your data protection status, so, you're always in control of systems, users and devices.



### MEET COMPLIANCE NEEDS

Overcome challenges of multiple vendors and technology silos so you'll always be able to retrieve important data to meet business needs, regulatory requirements and compliance audits.



### PRESERVE RESOURCES

Make better use of WAN bandwidth and VPN capacity, minimise impact on storage capacity and system responses, and release your teams for transformational projects.



### REDUCE TCO

Eliminate CapEx and equipment, people, offsite data warehousing costs and ingress-egress charges associated with hyperscalers.