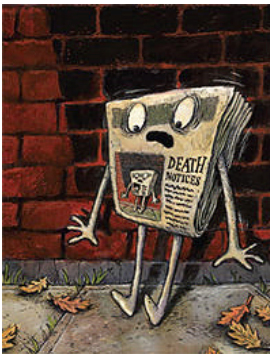


Laptop Backup:

Essential! And now transparent!

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Data Loss Fear!

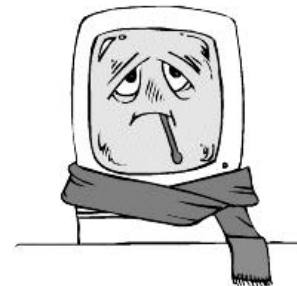


Do you remember when computer viruses first started appearing? It was twenty years ago this month (hard to believe!) and most of us had only a casual concern. Sure, it made a few headlines but we weren't affected. After about 5 years, either a virus had hit us personally or we knew of a loved one who lost use of their computer or data. It was *finally* a legitimized problem and we then dutifully spent our money on anti-virus software to protect our machines.

The Stats are in...

Why do so few of us "backup" our laptops or desktops? Many of us would be surprised to learn of these new statistics on non-virus data loss:

- 1 in 10 laptops will eventually be stolen according to the FBI¹
- 15% of laptops will fail in their first year²
- Disk failures account for 50% of laptop failures
- 1 in 4 laptops will fail by their 4th year³



¹ <http://www.eweek.com/article2/0,1895,1996020,00.asp>

² http://www.techcentral.ie/trade_channels/Laptop_failure/

³ http://www.reghardware.co.uk/2006/06/27/gartner_hardware_failure_rates/

We used to use cartridges...



About a decade ago, computer aficionados would have some sort of cartridge tape drive in their home computer and would occasionally backup their systems. Other less tech-savvy end-users simply didn't have a strong enough reason to do backup as most of their life-important data was on an office server. Five years ago writable CD's were prevalent and we would gleeful "burn a CD" occasionally with some of our important files. But by-and-large, we didn't have a compelling need.

What's changed?

So what has changed? Many things. First, we all use highly mobile laptops and our hard drives are now huge with no chance of storing anything substantial on old CD or DVDs. Remember, the bigger the drives, the more data they will absorb over time. Next, today we all have 1,000's of digital photo's and paid-for MP3 files. These are our keepsafes and our property...needing appropriate protection from disasters. In addition, today a great many of us do real "work-work" at home (either because we no longer have a cube in a building or simply because we tend to work all the time now). Real corporate assets, real corporate hours, and real creative energy at risk.



Even in our children and spouses we see a dramatic shift in just the past five years. Whereas handing in an assignment in computer-form was a nice-to-have, today the home computer is an essential tool for completing daily homework and life chores. It is just as essential for the homeowner who keeps their tennis team schedules, or recipes, or financial records. A lost document is a lost document and the cost is high, no matter who you are or what you do.

What we want from backup



So we know that we need our data protected by backup, but no one wants to "do backup". We have enough commitments and agendas in our daily lives, who has time for yet another one, especially one that could involve moving 100's of Gigabytes of data which will take hours! So what do we really want from a backup application?

Transparency; we don't ever want to run it or see it; it should just do it's job, quietly in the background. **Every version;** it is simply not good enough to backup my system once a week or even daily. I need protection within the day...I make mistakes all day long, deleting files, over writing files, editing-out parts that I need later. **Multiplicity;** I want my data "sprayed" to several different places. I want to know that even my backup copy is in more-than-one-place. **Locality;** I want one of those target locations to be on my computer itself so that I can do a restore no matter where I am, such as in an airplane. Last, I don't want backups to fail just because the network isn't reachable; I want a solution that **patiently waits**, and quietly resumes the transfer whenever possible.

IBM Tivoli CDP



Enter IBM's award winning **Continuous Data Protection for Files** (or just CDP). As the name implies, this product makes an immediate copy of your important files the moment they change. A copy will be made locally and another one will be queued for transfer to some off-machine target. Much like anti-virus software, CDP is not an application but rather a part of the computer, sees all the transactions happen to files, and can take real-time action to protect you computer, just like anti-virus.

CDP has these important additional features:

- Special handling for email files which are notoriously huge, usually "locked" by the application, and change all day long.
- CDP stores the data on the target devices as ordinary files, not locked-up in some proprietary bundle. Thus, you can use your own tools to index those files, restore them, and manage them.
- The target devices can be just about anything...from a simple USB key or disk, to a LUN on a SAN, to a file server or specialized backup server.
- Scale down and up with CDP. Single user? No problem...use CDP with a USB key or disk. Small office or department? No problem...use CDP with a file server share and use the built-in group management features. Huge enterprise? No problem, use CDP with IBM's Tivoli Storage Manager back-end.
- And the price! It's only \$35!!! A price every one can afford!

Summary

About 93% of corporate data now lives on laptops/desktops (IBM survey of SMB companies) and practically none of it is backed-up. The average homeowner rarely performs any sort of backup and we've quietly become foolishly agnostic of data loss. We are less likely to make gainful use of our car airbag or our life insurance policy, yet we all buy and own such instruments. We're even less likely to get effected by a computer virus today (compared to data loss) yet we all dutifully buy and run anti-virus software. Our awareness of data-risk is just starting to increase, and we're realizing that we can't use our old methods of backup (tape cartridge, burning CD's, emailing to ourselves) any longer. We need a tool that is truly part of the computer to do the best thing possible for us, so that we do not have to think about it at all.

Be proactive with protecting important PC data. **IBM Tivoli CDP for Files is the answer.**

For more information:

<http://www.ibm.com> (search CDP)

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Or visit a business partner website.