

Nominee: Databarracks

Nomination title: Affordable Holistic Business Continuity

Databarracks is the UK's specialist business continuity and disaster recovery provider. We deliver ultra-secure, award winning data and continuity services from UK-based, ex-military data centres.

Databarracks Disaster Recovery- and Backup-as-a-Service solutions are already award winning and have been recognised for the third year running in Gartner's DRaaS Magic Quadrant. Last year we introduced a further offering to complement DRaaS and BaaS, Cyber-DRaaS, to address the prevalence of Cyber Security threats. This year we've continued to "step it up" and have introduced Business Continuity-as-a-Service (BCaaS). This managed service now enables the UK SME market to enjoy the benefits of enterprise-class, holistic business continuity, but at a very affordable price.

Disaster Recovery-as-a-Service (DRaaS) helps businesses recover quickly from a loss of server or site. Back Up-as-a-Service (BaaS) gives businesses granular recovery and retention for compliance. The biggest challenge for SME's however is that implementing the technology is not the biggest barrier to becoming resilient, it is actually putting in place a solid continuity plan. BaaS and DRaaS are cloud services – but they are differentiated from the other offerings in the market because they are not self-service, do it yourself products. They are fully managed services. However, expert advice on the design of a backup and retention policy is useless if the wider business has not agreed on what must be recovered first and how the rest of the company will operate. Thus BCaaS ties together the senior business decision-making on risk, and operational continuity and then helps design the correct technology solution to solve these challenges.

BCaaS is different from most point in-time continuity activities because it seeks to embed resiliency and preparedness as a permanent mode of operation. Most traditional BC plans don't stay relevant for long after creation. They're built once and left to stagnate until the next review cycle. Our unique framework aligns our continuity experts with our customers' business to constantly monitor, assess and update plans accordingly. That means any changes in the business are always reflected in their ability to respond.

Business Continuity as a Service is delivered across 6 distinct phases that align with the BCI's BCM lifecycle management practices.

- 1. Discovery**
- 2. Embedding and Analysis**
- 3. Awareness and Reporting**
- 4. Mitigation Planning**
- 5. Implementation and Exercising**
- 6. On-going Management**

Phases 1 and 2: we embed within the organisation to discover and analyse their unique risk profile.

Phase 3: we provide clear, concise reports on our findings that increase awareness of unique continuity challenges, and form the cornerstone of the bespoke strategy.

Phase 4: having agreed the strategy, we design, implement and validate, business continuity and crisis management plans as informed by our findings.

Phase 5: sees all preparation and planning put into practice; with implementation and exercising across senior management, the crisis management team and wider employee base.

Phase 6: we assume on-going management of the business continuity planning, annually exercising, validating and improving the customers' resiliency against their agreed risk profile and unique threat landscape.

This delivers a sustainable framework for continuous continuity, ensuring plans remain relevant, effective and regularly tested.

We deliver this through the provision of expert resources that embed a deeply practical culture of continuity into organisations. Whether crisis management and communications, technical audit, incident response, or risk and mitigation expertise, BCaaS delivers experienced professionals as a utility, enabling resilience and continuity at a fraction of the cost of traditional approaches.

Across this six-phase engagement, BCaaS identifies the critical operational and technical risks facing organisations, and delivers awareness, mitigation strategies, and practical response plans to address them.

Our solutions have enabled our customers to remain competitive in their respective industries – which span charities, legal, financial and many other sectors – and ensure their ability to respond efficiently and cost-effectively to any disaster that might impact their business.

To support the above statement, the following are two quotes from current customers:

myhomemove engaged with Databarracks to improve their business continuity and resilience. As their IT Director, Paul Tennant, stated: "It was important to me to select a single provider of our business continuity services that would be able to change and grow with us as our needs change.

We're in the middle of a technology refresh right now and Databarracks adapted our replication strategy to support our new way of storing data."

Databarracks' customer, Magrath LLP, protects their global infrastructure with Databarracks Cyber-DRaaS. Head of IT for Magrath LLP, Nick Doughty, commented, "The new solution hasn't just enabled the firm to retain legitimacy as a provider of legal services in a maturing industry, it has helped us reduce risk by improving our ability to recover from new risks. As regulations get more prescriptive and tighter controls introduced, customer expectations also begin to rise through a kind of osmosis. They expect the firms they work with to attain and employ certain certifications, standards and processes."

They continued, "We need to be able to operate during our clients' business hours, wherever they are in the world, so there's very little tolerance for downtime. The new solution hasn't just enabled us to provide reassurance to our clients; it has helped reduce risk overall by improving our ability to recover from new risks. To recover from a ransomware attack without Cyber-DRaaS from Databarracks would take an uncomfortable length of time, so by using the service I know we're protecting ourselves in the best possible way."

Why nominee should win

- **Our BCaaS service methods are aligned with the Business Continuity Institute's Good Practice Guidelines and the International Standards, but we go further. We've taken these proven processes and techniques, and we've adapted them to meet the needs of our SME customers. There is no process for process' sake, just straight-forward direction and easy to follow actions that deliver immediate value back to the business**
- **Databarracks is a member of the Business Continuity Institute, and has been named a "Niche Player" in Gartner's Magic Quadrant for DRaaS**
- **We strive to provide enterprise-class solutions at affordable pricing for the UK SME market**