

# AWS Partner Network Storage Solutions: Backup and Restore

Backup and restore solutions protect data from physical or logical errors, such as system failure, application error, or accidental deletion. AWS Partner Network (APN) Partners offer solutions that, when combined with Amazon Web Services (AWS), deliver secure, efficient and durable backup and restore solutions for organizations of any size.

## Backup and Restore Challenges

Backup and restore is a critical and necessary IT function. Production workloads may be end-user facing, but backup processes work behind the scenes, protecting data that powers the business. While backup and restore solutions are essential for data protection, they also can be a challenge to implement and maintain.

- **Data growth:** As more businesses understand the value of data, data growth and increased diversity of data can work against storage optimization solutions such as deduplication and compression. Existing backup and restore solutions become more expensive, both in personnel time and licensing.
- **Unpredictable restore:** Utilizing tape media, restores can often involve unpredictable elements such as delivery equipment malfunction and more opportunities for user-error. Unreliable processes create obstacles to RTO attainment, reduce business performance and agility, and leave organizations at risk of non-compliance.
- **Challenges at scale:** Over-provisioning storage resources for backup workloads aims to solve for uncertainty around peak demand, and inefficiently allocates idle resources during steady-state periods. In spite of adequate resources, many solutions still require forklift migrations, cannot avoid periods of downtime, and increase risk of data loss.
- **Expensive:** Customers tell us conventional procurement of software licenses is slow, ongoing maintenance and refresh costs are unreasonably high, and purchasing agreements require upfront commitments.

**APN Partner solutions directly integrate with AWS storage services to reduce operational complexity and cost by circumventing superfluous infrastructure.**

## **AWS for Backup and Restore**

AWS and APN partners help build secure, efficient, and cost-effective backup and restore solutions using products you know and trust, with the scale and reliability of the AWS Cloud. Partner solutions enable customers to simply and durably store data in the cloud.

Competency partner solutions leverage Amazon S3, Amazon S3 Standard – Infrequent Access, and/or Amazon Glacier for durable data backup and restore. Services such as Snowball, Direct Connect, and Amazon S3 Transfer Acceleration also enhance backup and restore workloads, help seed large amounts of backup data or augment retrieval. APN Partner solutions directly integrate with AWS storage services to reduce operational complexity and cost by circumventing superfluous infrastructure and providing a conduit for AWS customers to easily implement AWS best practices.

## **Benefits of AWS Storage Competency Partners for Backup and Restore**

AWS storage solutions are elastic, scalable, and economical. Pay-as-you-go pricing models apply to all services. The scalable nature of AWS storage allows companies to scale storage to meet current and future data growth and no longer worry about large capital investments to over-provision hardware.



**Reduced CapEx Investment:** The online, distributed data storage design of Amazon S3 eliminates the bottlenecks and constraints of on-premises disk and tape solutions. Data is automatically distributed across a minimum of three physical facilities that are geographically separated by at least 10 kilometers within an AWS Region, and Amazon S3 can also automatically replicate data to another AWS Region.



**Faster Data Recovery:** Amazon S3 and Amazon S3 Transfer Acceleration allow for complete control over the region in which your data resides, while still minimizing network latency for easier and faster data recovery.

## Benefits of AWS Storage Competency Partners for Backup and Restore (cont'd)

### AWS Storage Competency Consulting Partners

AWS Storage Competency Consulting Partners possess deep domain and consulting expertise to help enterprises adopt and deploy complex storage solutions in one or more core storage categories, including backup and restore. These APN Partners have demonstrated success fully implementing storage solutions and projects on AWS, and are familiar with existing AWS Storage Competency Technology Partner solutions on AWS. For more information on AWS Storage Competency Consulting Partners, please visit [https://aws.amazon.com/backup-recovery/partner-solutions/#Consulting\\_Partners](https://aws.amazon.com/backup-recovery/partner-solutions/#Consulting_Partners)



**Lower Total Cost of Ownership:** Reduce up-front investments in infrastructure and the need to over-provision for peak demand. Pay-as-you-go pricing ensures you only pay for the resources you consume. Lifecycle policies and partner solution awareness of AWS storage classes allow for the automation of data migration between storage tiers. This removes manual overhead, minimizes management complexity, and further reduces cost.



**Ease of Deployment:** Efficiently implement familiar, enterprise-ready backup and restore solutions without upfront infrastructure investments. AWS has collaborated with select technology vendors to curate the AWS customer experience. Leveraging the cloud to solve backup and restore challenges can be as easy as selecting AWS as your preferred cloud platform.



**Unmatched Durability, Availability, and Scalability:** By utilizing Amazon S3 or Amazon Glacier as backup targets, data is automatically replicated across data centers and is designed to deliver 99.999999999% durability. Use additional storage with no provisioning required, so your business doesn't have to worry about where the data is or running out of space.