The Surprising Affordability of Today's Cloud Archive

Infrascale™

Don't Risk your Business on Tape:

Cloud archive solutions come of age as a practical, profitable alternative

Tape has become a mainstay of corporate IT. Yet, tape is fallible and many organizations have at one point or another experienced the downfall of using tape for corporate data archiving. While redundancy and other solutions are available to increase the reliability and security of tape, the problem remains that tape is a physical media.

Tape can get lost. It is at the mercy of flood, fire or adverse weather; it is often difficult to test for recovery; and most frequently of all, is the subject of human error. From corruption due to accidental formatting, to being stored or handled incorrectly, tape solutions require redundancy to avoid accidental mismanagement of the data archive, and it's suggested that corporations have geographically distributed backups to protect against weather and accidents.

While all of this sounds like a lengthy and costly process to go through, it was in fact one of the most practical data archive strategies available. Until now. Today, tape is being surpassed by cloud archive solutions that feature greater manageability, reliability and less sensitivity – all for less cost.

MSPs, Don't Throw Money Away on Tape

Not only is tape outdated and unreliable, which could lead to a conversation any MSP wouldn't want to have with a client, its lifetime value diminishes with every replacement tape that needs to be purchased. MSPs also often do not think about the resource cost of having to babysit tape backup systems that require frequent interaction to ensure they are changed and working properly—time that could be better spent on more strategic projects or client initiatives.

Most important to the business, the margin on tape backup is thin. Comparatively, the cost of cloud storage has reached the point where it allows MSPs to charge a monthly fee with real margin and less costly manpower involved.

Cloud Data Archive for MSPs

Traditional tape backup compared to cloud archiving may seem out of bounds for many MSPs, but a closer look is worthwhile as it is more cost effective now, with greater margins than ever before. **Consider the following:**

	Tape per Year	Cloud per Year
Storage: TB	$45.00	$409.60
*Offsite Carrying Service**	$520.00	$0.00
Total	$565.00	$409.60
Cost per GB	$0.55	$0.40

* Offsite carrying fee estimated at $10/week

MSPs that offer cloud data archiving will find that businesses of all sizes are interested in increasing the security and reliability of their data archive. And while fewer MSPs currently offer a cloud-based solution for archive, those that do will find they have a distinct competitive advantage.

Moreover, enterprises interested in building their own path to cloud data archive may find the cost prohibitive and explore partnering with an MSP to achieve the same goal. For example, a cloud storage appliance will cost an enterprise anywhere from $1.00- $1.50 per gigabyte.

Restoring from the Archive

As any MSP knows well, the time will come when they'll need to access the archive and restore data in case of an IT issue, or if the data needs to be reviewed after a significant amount of time has passed. In this case, too, cloud archiving provides significant cost benefits for MSPs, allowing them to quickly service clients while saving IT support hours for more lucrative endeavors.

	Tape per Year	Cloud per Year
*IT Cost for Restore Time****	*$1,600.00*	*$400.00*
Cost per GB	*$2.11*	*$0.79*

*** Restore time assumes four full backup restores per year, at $100/hour for IT support. Tape: 4 hours; Cloud 1 hour*

Stop throwing away money on outdated, unreliable tape solutions and move to cloud-based data archiving – a distinct business differentiator from the competition and ongoing revenue generator with the opportunity to grow margins. When MSPs consider both the simple math, and the opportunity costs gained, cloud-based archive adds up to significant business potential.

Contact us today at **1-877-896-3611** to find out how to start providing your customers with reliable cloud archive solutions.

About Infrascale

Infrascale connects people, devices and their data in ways that are truly secure. Headquartered in El Segundo, California, Infrascale's cloud platform runs from eleven data centers on five continents. Infrascale software spans mobile, desktop and cloud and powers **EndGuard**™, **FileLocker**™, **Infrascale Backup**, **SOS**™ **Online Backup** and over one-thousand independent cloud service companies, VARs and MSPs.

Visit http://www.infrascale.com for more information.