



# How To Succeed

by  
Seeing the  
Whole Story

## ExaGrid's Intelligent Backup Storage Fosters Business Continuity

### **Q. How can the channel play a role with helping organizations with business continuity?**

**A.** We hope to raise awareness in the channel with a deep look into business continuity as it relates to cybersecurity and disaster recovery through tiered backup storage. Planning for the unknown is vital and it begins and ends with company data and backup storage.

### **Q. What should you consider when securing your company data?**

**A.** Data must be backed up quickly and reliably so that it's ready for restore. ExaGrid offers the only tiered backup storage architecture which allows for backup and restore performance as fast as disk and deduplication without impact on performance. ExaGrid Tiered Backup Storage is the best of both worlds with a front-end disk-cache Landing Zone and a non-network-facing tier repository for storing all the data in a deduplicated format for storage savings. The other key feature of the tiered architecture is that it's non-network-facing, which provides a tiered air gap with delayed deletes and immutable data objects and ensures that all backup data is available after a cyberattack such as a ransomware attack.

### **Q. What are some common business issues related to backup storage?**

**A.** While backup applications are usually top of mind, backup storage can often be overlooked and leads to poor performance and overpaying for storage in the backup environment. In addition, the importance of utilizing backup storage as a key part of the recovery process after a ransomware attack. Preparing efficiently for disaster recovery is also a big part of the equation.

### **Q. How does reliability and redundancy impact a business?**

**A.** ExaGrid's architecture and implementation have multiple facets of reliability and redundancy protecting the customer's data at every step, allowing organizations that are considering disk-based backup appliances to make informed vendor selections. Organizations using a disk-based backup appliance to hold their invaluable backup data should carefully consider how the appliance is designed for reliability and redundancy. Compromises in a product's architecture or implementation may reduce product cost, but those savings are quickly dwarfed by the risk and real cost to an organization of a loss of some or all backup data.

ExaGrid has an innovative reseller program and has a large focus on working with the channel. ExaGrid is also the only vendor completely focused on backup storage, so we make sure to offer the best features and offer flexibility, scalability, unrivaled customer support and high customer satisfaction.




**Bill Andrews**  
CEO and President

// Protection from cybersecurity and disaster recovery are primary concerns for organizations today. ExaGrid offers a unique Tiered Backup Storage approach to ensure that attackers cannot compromise the backup data, allowing organizations to be confident that they can restore the affected primary storage. //



Discover more about ExaGrid security, reliability and redundancy at:  
[custom.crn.com/crn360/backup-and-disaster-recovery/](http://custom.crn.com/crn360/backup-and-disaster-recovery/)

