

# iomart Strengthens Backup and Recovery with Cohesity

## Introduction

iomart Group Plc (AIM: IOM) is one of the UK's leading providers of managed cloud services. Its Cloud Backup service delivers fully managed, next generation, intelligent data backup and recovery, allowing its customers to focus on what really matters to them – running and growing their businesses. iomart protects many petabytes of customer data, and a 250-strong engineering team provides monitoring and managed services tailored to customer needs. iomart has been providing cloud expertise and infrastructure to support business transformation for over 20 years and prides itself on being the most ISO-accredited cloud provider in Europe.

## Challenges

iomart builds and manages cloud environments for its customers according to specific business requirements. This can range from hybrid models that incorporate on-premises, private cloud, hypercloud and multi-cloud environments. As a result, iomart customers have valuable data stores across multiple sites, traditional datacentres, and hyperclouds.

iomart recognised that data sprawl is a huge challenge for many customers, especially for secondary data and applications. A typical organisation has a complex environment with multiple point products and infrastructure silos, both in physical datacentres and in the cloud. iomart wanted to identify a service provider partner that would enable the company to offer managed services for aggregated secondary data onto a single, unified platform.

iomart aimed for the following capabilities in a secondary storage solution:

- Cost-effective solution for robust secondary data backup and recovery
- Single platform with flexible scalability to meet varied customer requirements
- Ability to offer data protection across multiple hyperclouds
- Flexible solution to address needs for traditional workloads, as well as strengthen its Cloud Backup services portfolio



## INDUSTRY

Service Provider

## USE CASES

Backup and Recovery, Disaster-Recovery-as-a-Service, Secondary Data Services

## PARTNERS

AWS, Microsoft Azure, VMware

*"Cohesity fits into our commitment to deliver truly hybrid solutions to our customers. Not only can it protect and maintain local storage and data requirements at the edge, it can also seamlessly extend to AWS, Google Cloud Platform, and Microsoft Azure without requiring separate cloud gateways. Customers can also choose to replicate their protected data into iomart's business continuity cloud for near-instant Disaster Recovery as a Service."*

**DECLAN SHARPE,**

*UK Sales Director, iomart*

## Solution

iomart chose Cohesity's hyperconverged platform because it supports a distributed hybrid and multi-cloud strategy as well as delivering disaster recovery, test/dev, multi-site replication, and data analytics. Sharpe also adds, "iomart has partnered with Cohesity to deliver increased data resilience for customers struggling with data sprawl. The Cohesity technology allows iomart to aggregate all their secondary data, whether it's on-premise, in the cloud, or in a hybrid model, onto a single, unified, scalable platform. It enhances our data protection and data management services portfolio and gives us a new competitive advantage."

In addition to protecting data from a backup perspective, Cohesity's software-defined platform allows near-instant virtual machine recovery, reducing spend on long term retention and giving the ability to recreate virtual infrastructure on iomart's shared Cloud Disaster Recovery as a Service (DRaaS) platform.

## Results

iomart delivers Cohesity-as-a-Service on-premises, from iomart's own Managed Cloud and Business Continuity clouds, from the hypercloud, or from one of iomart's global datacentres. This breadth of service, combined with Cohesity's advanced feature set, creates a compelling product offering.

Cohesity enables iomart to help remove data silos and reduce the time and costs associated with complex data management. iomart can also offer test/dev capabilities to customers to use Cohesity to test new software releases and features without disruption to a production environment. Because of the flexibility of Cohesity's secure multi-tenancy platform, iomart can offer Cohesity as a shared service to smaller businesses and as a dedicated service for large enterprises. As businesses adopt and shift to the cloud, Cohesity will allow iomart to deliver services to help customers gradually move to the cloud, and provide greater business insight and real-time visibility into their data. iomart anticipates many customers will embrace hyperconvergence and leverage Cohesity's features and capabilities for secondary data management.

Due to Cohesity's capabilities, iomart is able to offer backup with offsite replication to its fully managed Business Continuity cloud. With a single hyperconverged solution customers can enjoy near-instant DRaaS, instancing protected virtual workloads in one of iomart's Tier 3 datacentres.

The iomart and Cohesity partnership offers many benefits including:

- Simple and intuitive web-scale platform to manage multiple petabytes of data
- Seamless integration with public clouds, like AWS, Google Cloud Platform and Microsoft Azure
- Next-generation hyperconverged solution creates efficiency and reduces TCO
- Ability to offer expanded range of DRaaS and Cloud Backup services