

Managed Data Protection & Archiving for Financial Services

Does your company have a contingency plan for the loss of data? If your firm were audited tomorrow for regulatory compliance, do you have confidence you would meet the data backup requirements? Would you be able to easily create reports of e-mail and instant messages for the purposes of an audit?

Corporate data in the form of electronic documents, e-mail and instant messages are all assets organizations are being held responsible for in regulatory compliance and litigation. The Financial Services Industry, being highly regulated, requires more precautions and fail-safe solutions to ensure both data restore and discovery in the event of disaster, audit or litigation.

Regulations for SEC Members, Brokers/Dealers

In addition to the typical challenges presented with managing corporate data, financial services firms must also fulfill the compliance objectives set forth by regulations such as SEC 17a-4, NASD 3510, NYSE 446, Sarbanes-Oxley and Gramm Leach Bliley.

SEC 17a-4 specifies compliance over communications with specific requirements. These include e-mail and instant messages to be archived in a non-rewritable, non-erasable format, and that records be stored for 6 years, 2 of which must be readily accessible. NASD 3510 and NYSE rule 446 require that critical data be backed up with a contingency recovery plan in the event of a disruption.

AmeriVault financial customers are covered on all of these fronts and more. When asked why they chose AmeriVault, our customers gave these four reasons:

- **Tape backup & recovery is inherently flawed**
- **Disciplined automation with faster backup & recovery** better serves IT and business demands.
- **Experienced professionals** can optimize service to the firm's customization needs
- **Highly secure data protection** that meets all regulatory compliance requirements

Flaws With Tape Backup

The tape backup method is responsible for more problems than many firms care to admit. Vulnerable to human errors such as accidentally writing over data or losing tapes, this traditional form of backup has been plagued with problems. The medium itself ages and breaks. For archiving, it is also not easy to search for specific data on tape, which means discovery is time consuming and hit or miss.

In addition to the human errors and medium flaws that come with tape backup, large-scale natural disasters such as 9/11 and hurricane Katrina have given firms cause to seek backup methods that are automated and further removed from the site.

Bottom line – Firms are realizing tape backup is no longer a viable solution. Financial services firms are seeking alternatives that will give them the processes, the medium and geographical assurances that lead to the most secure data protection and regulatory compliance.

"AmeriVault gives me comfort, especially since they opened their mirroring facility in Chicago. I feel very good about the fact that in a worst-case scenario we have a complete copy of our critical data offsite."

Capstone Partners LLC

All of the AmeriVault services provide security-compliant protection and processes that are not available with traditional tape backups.

As an example of human error, one AmeriVault customer recalled what triggered their decision to move off tape "A few years back we couldn't find our tapes... Let's just say it was a disaster." Another recalled "The medium was breaking. It was generally unreliable." With disk-to-disk backup, you always know where your data is stored and can rest assured it is there for you when you need it.

Geographically distant offsite storage and contingency plans are also more necessary now than previously believed. Another AmeriVault customer commented "When we saw what happened to companies in the Gulf with Katrina, it made us realize we had to be more serious about critical data. We needed a more robust disaster recovery plan than we had." AmeriVault services backup your data offsite, and then replicates that backup to another data center. Your geographic contingency plan is built in.

AmeriVault eliminates the problems associated with traditional tape backup. No more human error since our service provides automation through scheduled backups. Writing disk-to-disk, the medium won't break as aged tapes can. AmeriVault stores your data in the same places every time, so you won't ever have to be concerned your data might be misplaced. With replicated storage centers in geographically distant locations, the risk of loss of data through physical disasters is eliminated.

Easy and Efficient

When asked what motivated a change in backup method, the most common theme reported by financial customers was how much easier and faster it was to use the AmeriVault service than their previous method. Not only is the backup process scheduled and automated, but with just a few clicks of the mouse, ad hoc restores can be initiated quickly and easily.

Automation of process and being able to easily customize the backup schedule were key criteria for choosing the AmeriVault service for the group interviewed, but now that these requirements have become a reality for daily routine, the bar for what makes a good backup service has been raised. One customer remarked "It's very easy. The interface is straightforward." While another exclaimed "It's now so much easier. You set up your schedules and you're done!"

"Faster backup, faster restore of individual files or whole hard drives - it's just faster."

KDC Merger Arbitrage Fund, LP

Backup and recovery is one thing, but being held responsible for reporting purposes for examiners or litigation can be a nightmare for some. An AmeriVault customer recalled one such instance when "We had to go to tape for critical customer files once, and in that case the fishing through tape was cumbersome. We realized we had to do something more rigorous. We needed ease of access."

The time it takes to restore data is not only a drain on resources, it can also mean additional lost productivity if the restore takes too long. "Our tape backup process and delivery method for getting tapes offsite was at least a 48 hour lag time for restoring to tape. We wanted to reduce lag time with online backup and get more immediate access to our backups while maintaining our need to store our data offsite."

ServerVault, the AmeriVault online backup service provides an easy-to-schedule, automated backup with simple and quick access to data for incidental restores or bare metal recovery. With all retentions indexed, it is far easier to search online and examine files versus culling through tapes.

Seasoned Client Services Team

Unique to AmeriVault, and a reason so many of our customers enjoy doing business with us, is the seasoned Client Services Team available to optimize service or assist with any recovery our customers may need help with.

You're not driving solo! Our service is easy-to-use, but it's good to know you have seasoned technical assistance. With AmeriVault, you have experts available to help you with disaster recovery, solution optimization, archiving policies and any questions you may have.

"The ability to deliver a service that met all of our requirements was something that differentiated AmeriVault from the other solution providers we evaluated. AmeriVault demonstrated the willingness and ability to customize a solution that worked for us."

Bingham Legg

AmeriVault customers are not only on a first-name basis with their AmeriVault Client Services representative, they also give them all high praise. And why not? They're there to help you when you need it most. One customer recalled hearing from his representative over a major holiday when they scheduled an upgrade. "Most companies shut down then, but there was our rep, working away!"

In the fast-paced world of financial services, one AmeriVault customer summed up our Client Services by saying "The AmeriVault Representatives are very responsive-they keep after issues and they're always there for us."

Highly Secure

What if your storage service lost your tapes? Or didn't protect your data from others being able to read it? Or had some sort of natural disaster hit their "private and secure vault?" Believe it or not, all of these scenarios have happened to AmeriVault competitors, leaving companies scrambling to manage the disasters.

We believe in being proactive to ensure the security of our customer's data as best possible. The AmeriVault services transmit all data disk-to-disk in encrypted format that only you have access to. All of our offsite facilities are climate controlled and have fire suppression systems. To protect you even further, AmeriVault services build in redundancies to ensure the data is there for you when and where you need it.

In reference to the industry compliance requirements, one of our customers commented "We're an investment company and we needed security. We had no full-time tech and needed coverage. We needed something more efficient."

Why Choose AmeriVault?

AmeriVault provides the only backup services with the data protection and recovery capabilities that address the financial services industry's greatest needs:

- Disk-to-disk off-site storage that eliminates the flaws inherent in tape backup
- Easy and efficient backup and recovery through scheduled automation
- Seasoned professionals who are there for you when you need them, and
- Secure data protection that meets the needs of regulatory compliance and litigation

AmeriVault offers solutions that address all aspects of your data protection requirements-backup, off-site storage, replication, archiving and data recovery-plus our unparalleled Client Services team ensuring you can simply set it up and forget it, rest assured your information is secure.

"It's a lights out operation."

Penn Capital