



*“DoubleTake allows us to address our customers’ complete disaster plans. They don’t have to go to multiple vendors. They don’t have to come up with complex, incongruous solutions.”*

Lilac Schoenbeck, VP, product management and marketing

### Critical issue

iland’s customers are not all alike. Some run applications on physical servers. Others use virtual machines. Still others run in the cloud. And some use a combination of environments. Despite this disparity, iland needs to be able to provide reliable, cost-effective, comprehensive disaster recovery as a service to all of its customers.

### Business challenges

To be competitive in the market and cost-effective for customers, iland’s disaster recovery as a service (DRaaS) portfolio needed to deliver a clear value proposition: Fulfill recovery time objectives (RTOs) in the minutes range and recovery point objectives (RPOs) in the seconds range, and do it in a way that meets customers’ tight budget objectives.

Because iland offers DRaaS to a wide variety of organizations, the underlying technologies had to be able to support customers’ production operations no matter what type of platform they might use—physical servers, virtual servers, or the cloud. And, to simplify operations, iland wanted a single, affordable solution that could accommodate all of those diverse environments.

Serving customers in a variety of industries also means that iland’s DRaaS offerings must be compliant with various regulations. And, because different customers have different network capacities, the technology had to keep bandwidth usage to a minimum, while still offering complete protection.

There was also a financial question. The licensing of the underlying technologies had to be such that iland could profitably sell DRaaS using a straightforward monthly pricing model that would be economical for customers.



### Company name

iland

### Headquarters

Houston, Texas, USA

### Industry

Cloud infrastructure provider

### Business environment

- Founded: 1994
- Eight data centers in the United States, U.K., and Singapore
- Serves customers around the world
- Ranked as a leader in Forrester Research, Inc.’s The Forrester Wave™: Disaster-Recovery-As-A-Service Providers, Q1 2014 report

### Implementation team

iland and Carbonite DoubleTake™

## Solution

iland meets its customers' demands for affordable, reliable, real-time disaster recovery services with the help of Carbonite DoubleTake Availability™.

Availability replicates customers' data—just the data itself or the entire server, including system settings—in real-time to physical or virtual replica servers located in iland's highly secure cloud. Those continuously synchronized replica servers can quickly and easily assume responsibility for operations if a customer's production server becomes unavailable or its data is destroyed.

What's more, because Availability functions at the operating system level, rather than being hypervisor based, it can replicate between dissimilar environments. This allows iland to provide cloud-based DRaaS to any customer, regardless of whether it is running physical, virtual, or cloud-based servers, or a mix of environments.

Support for all environments is critical. "One thing that is often lacking in people's disaster recovery plans is a mechanism to protect 'extraneous systems,' systems that are still physical," explained Lilac Schoenbeck, VP, product marketing and management. "Most organizations have virtualized everything that can be virtualized. So something that has managed to hang on all these years without being either virtualized or unplugged is probably pretty critical. Protecting only virtual systems—the easier ones to protect—leaves an organization with an incomplete solution.

"DoubleTake Availability allows us to round out our offering and allow customers to protect 100% of their systems."

Rapid failovers and real-time replication also allow iland to support RTOs in the minutes and RPOs of just seconds, rather than the traditional recovery times of hours and the possibility of losing a day or more's worth of valuable data. Furthermore, Availability allows iland's customers to test failovers and failbacks as often as necessary to feel completely confident in the solution.

In addition, because Availability can compress data before replication and because it replicates only byte-level data changes, not whole files, iland's DRaaS offerings can deliver all of these benefits while consuming minimal bandwidth.

And when it comes to the question of economics, thanks to Carbonite DoubleTake's flexible licensing options, iland can offer affordable pay-per-use DRaaS that allows its customers to eliminate the capital expense that would be associated with on-premises and secondary data center disaster recovery plans.

## Contact us to learn more

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[www.DoubleTake.com](http://www.DoubleTake.com)



## Results

- Allows iland to support customers' recovery point objectives of seconds
- Enables customers to recover from disasters in minutes
- Supports replication between physical, virtual, and cloud-based environments with a single solution
- Eliminates capital costs for iland's customers

## Technologies

Software:

- Carbonite DoubleTake Availability
- Microsoft Windows
- Microsoft Hyper-V

Hardware:

- Windows-based servers