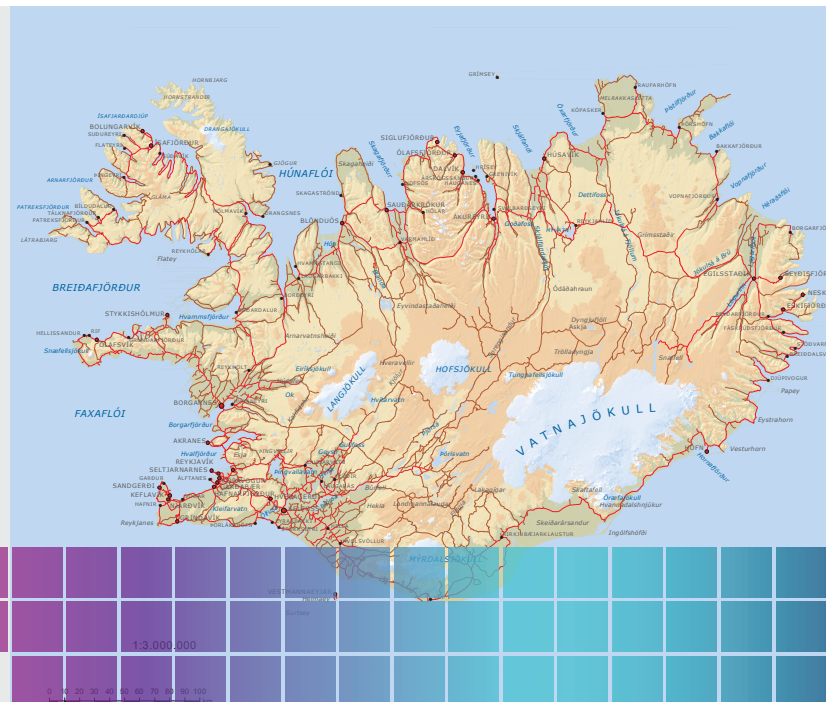


## Success Story: Asigra Backup Lifecycle Management Delivered by Securstore Provides National Land Survey of Iceland Cheaper Long Term Backup for Less Critical Data.



### National Land of Iceland Survey Profile

- Creates the official maps of Iceland and also produces statistical information, such as geographical information, road distances, population calculations and sizes of municipalities
- The history of the National Land Survey of Iceland can be traced back to the turn of the 20th century, when the surveying branch of the Danish General Staff began mapping the country
- The National Land Survey of Iceland began working with digital maps in 1992



## Overview

Securstore provides the National Land Survey of Iceland (NLSI) with a backup and recovery service powered by Asigra. The National Land Survey of Iceland became an independent institute under the Ministry for Communications in 1956, and from 1990 it has been under the auspices of the Ministry for the Environment.



## The National Land Survey Needed to Manage Huge Amounts of Long-Term Backup Data Efficiently and Cost Effectively

In order to save on storage costs, companies often and mistakenly choose to store the less critical backup data offline in their own vault, while their critical backups remains online in the vault of their service provider. Alternatively, they opt to delete the non-critical data altogether. However, there are many problems associated with both of these options:

- The customer can never retrieve the data that has been deleted.
- The customer may be in breach of data compliance laws if the data is deleted.
- It is cumbersome to manually separate the critical backup data from the long-term backup data.
- If the customer wishes to retrieve archived backup data from their own vault, the data cannot be transported back to the online storage medium from where it is easy to restore the data.

NLSI was looking for an economical way to effectively manage their long-term data archiving and data compliance.

## National Land Survey of Iceland Benefits Financially from Securstore's Deployment of Asigra Backup Lifecycle Management (BLM)

Asigra BLM manages data during all backup archiving processes, separating the data into varying levels of protected data: current critical data, which is permanently stored online for fast recovery; and archivable important data that may be needed at a later time but is not likely to be accessed in the near future. Backup data stored in an archive means it is not immediately retrievable like backup data stored online, but it is significantly more economical than storing it online.

“By storing the huge amounts of our long-term backup data offline in cheaper storage, we can realise massively reduced data storage costs while at the same time reap the benefits online data backup has over tape-based backup. Securstore's BLM service also helps us to comply with the data retention laws, as we can ensure that data is archived for a specific amount of time and also assign an end date to data, so that we also don't hold onto data for longer than is stipulated by the retention rules.”

### Brandur Sigurjonsson, IT Manager, NLSI

Companies in the E.U. and the U.S. are today required to comply with more strict rules and regulations regarding the safeguarding and use of personal data, such as The UK Company Act and Basel II. They are required to respond quickly and with ease to e-discovery requests of archived data such as financial data and e-mails.

“Asigra BLM is now forming an integral part of our customers' risk and compliance management systems. BLM also gives us the flexibility to attract a wider range of customers to our data back up and recovery services, such as educational institutions, which have a lot of long-term data to store but have a relatively low budget,” states Alexander Eriksson, CEO, Securstore.

As every company's digital data is growing at an increasing rate, companies are experiencing mounting storage costs, so they are looking for cheaper storage options for their less critical backup

data. Asigra BLM allows our service providers to offer customers lower cost service for archiving long-term backups, which can be quickly retrieved from the BLM archive back to the customer. BLM also allows service providers to help customers with their data compliance requirements, as BLM manages the movement of the different types of data as well as assigning dates for the final destruction of specific data along with issuing destruction certificates.

Managed Service Providers (MSP) can negate these problems for end users with Asigra Cloud Backup™ and Recovery software. The tool meta-tags the less critical or older backup data before it is archived offline, so that archived backup data can easily be restored to the online medium. BLM also intelligently manages the movement of data from the online storage to the BLM archive,

whereby backup data which is no longer critical (i.e. not required day-to-day, older and perceived as less valuable) is automatically moved to the archive, but is still accessible. The end user benefits from a cheaper storage solution that manages the data for them and allows easy access to the archived data. The MSP also benefits from providing BLM because the data that the customer would have moved to its own vault, or deleted altogether, remains with the MSP for a longer period of time, albeit at a much lower cost to the customer. The objective of the technology is to have the MSP Backup Service cost reflect the value of the data as perceived by the customer. Securstore is finding the Asigra BLM solution of particular benefit to its customers that have a lot of backup data to store and are worried about the mounting storage costs.

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## About Securstore

Established in 1991, Securstore is headquartered in the UK and protects companies of all sectors and sizes, from smaller businesses with gigabytes of data to larger enterprises with terabytes. Securstore's Cloud Backup and Recovery Service is a unique alternative to traditional backup methods, replacing conventional tape-based systems with a fully-automated online solution. It provides centralised and automated backups of PCs, laptops, smartphones, file servers and application/database servers, therefore being able to protect complex and multi office environments. The service offers cutting edge technology such as agentless infrastructure, granular backup of emails and support for virtual environments. Customers can use up to 256 AES encryption; the solution itself is FIPS 140-2 certified and validated by the NIST; and it conforms to all other global security standards including SOX, HIPAA and DPA.

More information on Securstore can be found at [www.Securstore.com](http://www.Securstore.com)

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## About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patent-pending Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010.

More information on Asigra can be found at [www.recoveryiseverything.com](http://www.recoveryiseverything.com)

