A Letter From the CEO

Dear Valued EVS Clients:

In the ever-changing world of technology, it is comforting to know that EVS, your partner in Backup and Disaster Recovery (BDR) is staying abreast of the latest trends. As we continue to evolve and expand our portfolio of BDR solutions, we strive to offer the best-in-breed solutions to meet the changing needs of our client's business recovery strategies.

2014 will be the year where mainstream businesses, especially in the midmarket, begin to expand cloud backup to disaster recovery - recovering data, applications and infrastructure - in the cloud, shrinking their recovery times from days to hours while leveraging the on-demand economics of the cloud.

Recovery Times and Leveraging the On-Demand Economics of the Cloud

Driving these changes is the growing recognition of risk as organizations are bursting at the seams with failing backups, recovery requirements not being met, and storage needs spiraling. Businesses are looking for improved economics and a more effective BDR strategy.

Disaster recovery has traditionally involved dedicated off-site storage and server infrastructure that gets used rarely, maybe once a year for testing, and once in several years for a real disaster. On-demand disaster recovery enables organizations to pay for that infrastructure only when they need it. For some organizations it's all about huge cost savings, 10X or more, and for other organizations it's the only ticket to a viable and compliant recovery strategy.

53% of organizations plan to make changes to their backup strategy this year

In a TwinStrata's "Industry Trends: Data Backup in 2014" survey of 209 IT professionals, we learn that one in five organizations experiences backup failures at least monthly and one in 10 weekly. As a result, 53% of organizations plan to make changes to their backup strategy this year. Incorporating cloud storage was the remedy most often cited by these respondents.

Disaster recovery was the area where backup strategies were most under stress:

- Just 12% of respondents predict that they can recover from a site disaster within a couple of hours. Cloud storage users were twice as likely to recover in that timeframe (20%) as non-cloud storage users (9%).

- 63% of organizations measure site recovery time in days, with 29% requiring four days or more.

- More than half of organizations experience backup failure multiple times a year due to a host of issues from connectivity failure (25%), equipment failure (21%), or file corruption (18%).

Businesses are backing up more data than ever

As organizations try to minimize the resource commitment required by their backup strategies, the survey found the results on management and maintenance standards alarming. Specifically the report found:

- 75% of respondents are backing up more data than they did last year, and 21% are backing up at least twice the data as last year. Only 3% report backing up less data
- A surprising 59% of organizations keep backups in only one location, typically a single, physical site.
- Individual applications were at greatest risk, with nearly a quarter of organizations backing up applications less often than monthly and, in some cases never.

Balancing risk and cost, what is the first next step for a business who wishes to bolster its storage and disaster recovery protection?

The key is to first understand what elements of storage and disaster recovery you need to improve. Next, the "homework" is figuring out how to enact changes in a way that does not dramatically alter existing processes or compromise security. Organizations also want to be able to choose from best-in-breed technologies.

From the start, EVS has offered our clients a choice of cloud vendors, the ability to use one or many vendors simultaneously, and the ability to easily migrate between vendors. This ensures clients always get the economic and technological benefits that come with choice and flexibility.

EVS is more than a vendor; we are your trusted BDR partner

EVS differentiates itself from the crowd of BDR service providers through our proactive client service model and our flexibility to offer you a solution that is unique to your needs. We have "platinum" service built into every offering and a cost control specialist dedicated to guard against unwarranted data growth.

Thank you for your continued trust in EVS. Should you like to have a conversation about how we can serve you better, please do not hesitate to call me at (901)871-0872.

Sincerely,

Gayle S. Rose
Chairman and Chief Executive Officer
EVS Corporation
gayle.rose@evscorporation.com