

# Quick Reference Guide

## IBM Resiliency Orchestration (Software)

### Overview

IBM Resiliency Orchestration Software offers Disaster Recovery (DR) and Cyber Incident Recovery (CIR) monitoring, reporting, testing, and workflow automation capabilities of complex hybrid IT environments in a scalable, easy-to-use solution built on industry standards. This offering combines automation and analytics for faster, more cost-effective DR and CIR experience to help keep daily business operations running.

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### Target Audience

- Target industry : Cross industry
- Client Size: All Sizes
- Target buyers and influencers:
  - Primary buyer – CIO
  - Secondary buyer - CISO, COO
  - Key influencers - Line of Business executives

### Benefits

- Complete lifecycle automation with intelligent workflows
- Significantly reduces the impact of a breach
- Single console monitoring and management
- Real-time insight into data loss and recovery time
- Improved RTO and RPO
- Continuous replication with RPO in seconds via IBM Resiliency Block Replicator
- Audit reporting and documentation
- Heterogeneous support for hybrid, multi-vendor environments

### Value Proposition

- Simplified complex recovery for multi-vendor, multi-cloud physical and virtual environments
- Gain real-time insight into data loss and recovery time
- Air gap and Immutable storage to prevent data corruption
- Easy testing capability for frequent testing without impacting business
- Available Managed and Consulting services
- Reduced OPEX

### Pain Points

- Need to protect enterprise and customer data and also comply with evolving data protection and compliance regulations.
- Need to gain visibility into application and data environments and be able to detect data corruption or manipulation quickly.
- Need to rapidly respond to disruptions, recover and resume operations, and contain the business impacts of outages.

### Key Questions

- When did you last experience an outage? How quickly did you recover your critical services?
- Are you confident that your disaster recovery plan will work when you need it?
- Do you have a solution in place to manage sophisticated cyberattacks?
- Is your solution capable of handling cyberattacks which target backup and DR environments?

### Objection Handling

- **We already have a Disaster Recovery program** - Traditionally DR programs have been designed to address failures of systems or data centers. Recent cyberattacks often target DR sites and backups copies, thereby rendering the data unusable for recovery. Thus, there is a compelling need for a cyber resilience solution based on the latest data protection technologies.
- **We already use traditional data backup, replication and recovery solutions** - During ransomware attacks, customers found traditional data protection solutions to be inadequate. Hence there is an urgent need to integrate a cyber resilience solution into your DR program/strategy.

## Client References

- National Stock Exchange of India LTd. (NSE)
- Case Study - [LINK](#)
- PDF - [LINK](#)

## Average Deal Size/Pricing

- Pricing varies according to client requirement and environment size

## Brand Offering & Platforms

- Resiliency Orchestration Marketplace - [LINK](#)
- Resiliency Orchestration wiki - [LINK](#)

## Additional Information

- IBM Resiliency Orchestration software is available to clients through IBM's Passport Advantage Program. Clients can take advantage of their software buying power by purchasing through their Passport Advantage agreements.

## Competitive Differentiators

- IBM is one of the first technology companies offering a DR solution with Cyber Incident Recovery capability for multi-cloud environments from a centralized dashboard.

### Top Reasons IBM wins

- IBM's solution is powered by advanced resilience automation and orchestration technology
- Nearly 60 years of experience helping clients worldwide with their backup and recovery needs
- Over 9,000 clients protect under disaster recovery and data management

## Key Contacts

- Cyrus Niltchian, Offering Manager, Orchestration Software  
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- Sandeep Parande, Solution Leader (North America, Latin America & MEA) -- Center of Competency, IBM Resiliency Services  
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Produced in the United States of America, March 2019.

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