CASE STUDY ›

HEALTHCARE: VAR PROVIDES BACKUP

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Problem:

Not only do healthcare providers generate enormous amounts of data, but retrieving that data for patient care and complying with regulations to retain that data -- as well as regulations for data protection -- necessitates the correct backup and storage solution. Jeff Pearring, president of CHATR, a Brooklyn, NY-based reseller, says, "This puts a huge strain on a hospital's ability to meet requirements. It would mean warehouses full of paper.

The industry, though, also has sensitive budgets. "Anytime they can save time and money with an appliance approach, they're interested," Pearring says. Other concerns healthcare clients often have include how easy the appliance is to use -- for IT departments usually already overburdened by daily tasks -- and, the question, "If we lose our data, can we get it back and what is the timeline?"

Solution:

Pearring says it's important to address your healthcare clients' needs and keep their budgets in mind. He chooses STORServer Backup Appliances because they allow for an "uninterrupted growth path." Healthcare clients appreciate that the solutions are custom built and can be used individually or can expand. If a budget does not allow for an immediate total storage upgrade, the solutions can be expanded over a few years -- without replacing the front-end footprint -- to suit the facility's budget. For VARs, notes Pearring, "It gets your foot in the door."

Benefits:

He says the STORServer solution excels at meeting healthcare failover requirements and for retrievel of patient information. The system is automated so healthcare facility IT departments are are investing time in backup. "It's almost 'set it and forget it,'" Pearring says.

He says another notable benefit to his clients is STORServer's written guarantee that it can restore or retrieve data that has been backed up by its TSM-based appliances: "It's not part of the IT that's shiny and flashy and gets people's attention. It's the grunt-work part. But if you don't have it when you need it, none of the rest of it matters."

For VARs, Pearring says it is a benefit to offer a solution that can grow with your clients' needs. He adds another benefit is, simply, it works: "It restores your data. When it works, that's the best testimonial to share with a new customer."

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