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# CHALLENGES & SOLUTIONS FOR RETAIL DATA BACKUP AND CONTINUITY

## INTRODUCTION

Retail is a very unique industry. From the need to be available 24x7x365 to the large number of locations they need to protect, retail institutions face a unique set of requirements for data protection and business continuity.

Unitrends has a long history of protecting the IT assets of retailers, with stores, administrative offices and distribution centers using thousands of Unitrends products daily.

Here are the challenges unique to retail and how Unitrends meets them.

## THE TOP 5

### 1. Stretched IT Departments

Most retailers have few IT resources with little time to spend managing backups and recovery. Unitrends' products are designed for a set-it-and-forget-it style of use with emails that report backup results so you always know things are working properly.

### 2. Many Applications and Operating Systems

As a result of tight budgets, older products and applications are kept functioning well beyond their advertised useful life. The Unitrends Support Matrix lists over 250 different hypervisors, operating systems and applications that can be protected natively.

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I did not want to fight with multiple vendors ensuring that backups and storage were healthy. Unitrends gives me one “throat to choke” if there are any issues.

”

**Michael Gates**  
IT Manager  
Mercedes Benz of Oklahoma City.



### 3. Highly Targeted by Ransomware

Recognizing that retailers need access to their data at all times, ransomware criminals are targeting retail assets because they understand the importance of their data. Unitrends products can do security scans against your production applications – but using your backup data instead. It can spin up your applications in a specific order, isolate them from production, execute security tests, and immediately alert administrators upon detection of ransomware.

### 4. High Uptime Requirements

While other industries may have recovery time objectives (RTO) in hours, the retail industry needs RTO times measured in seconds or minutes because downtime means no sales. Unitrends Instant Recovery can failover applications in literally seconds. Unitrends Recovery Assurance delivers automated recovery testing, site and application failover, ransomware detection, and disaster recovery, both locally and in the Unitrends Cloud.

### 5. Support Large Numbers of Non-computer Savvy Users

Retail IT mostly supports a community of fairly unsophisticated technology users of store clerks, store managers and data administrators who are prone to making mistakes. With a common and intuitive user interface across all products, even untrained IT staff can easily find individual files in backups. A few clicks and the entire recovery process, from login to file restoration usually takes less than 5 minutes.

## CONCLUSION

The Unitrends portfolio of all-in-one, cloud-empowered, backup and continuity solutions provide retail IT departments with the ultimate portfolio of data and business protection while having the ability to offer unmatched flexibility as needs evolve. Unitrends offers actual Service Level Agreements (SLAs) to users of our Disaster Recovery as a Service (DRaaS) offerings and the ability to do DR with both private and purpose built clouds.

Plus all Unitrends customers are supported by our award winning Customer Support organization. Unitrends Customer Support has won multiple Stevie Awards for superior customer service, including a Gold and Silver medal in 2017 and 2018. Existing customers have awarded Unitrends a 98% customer satisfaction rating.



**DOWNLOAD A FREE TRIAL**

Unitrends increases uptime and confidence in a world in which IT professionals must do more with less. Unitrends leverages high-availability hardware and software engineering, cloud economics, enterprise power with consumer-grade design, and customer-obsessed support to natively provide all-in-one enterprise backup and continuity. The result is a “one throat to choke” set of offerings that allow customers to focus on their business rather than backup. Learn more by visiting [unitrends.com](http://unitrends.com) or follow us on LinkedIn and Twitter @Unitrends.