



IONOS Cloud is ideal foundation for GBE Converge's secure, reliable disaster recovery service

Partnering with IONOS has enabled GBE Converge to offer a highly secure, reliable and scalable Disaster Recovery as a Service (DRaaS) solution to all of its customers, regardless of the size of their business or infrastructure.

If a disaster was to befall your organisation or business, what would happen? Would you know what to do next? Could you get your systems and tech back to where you were – and how quickly? These are the questions that any Board and executive team is asking of its IT function, but sometimes they're missing a more important point.

Mark Hallett, IT sales manager for GBE Converge explains: "Our first question to customers is actually 'Do you know what constitutes a disaster for your organisation?' Because in the world of IT, what we consider to be disasters can be relatively mundane events, such as hardware failure, power outages, or human error. You don't have to suffer a massive flood or terrorist attack to experience a business-limiting or reputation-damaging event."

gbe:converge

GBE Converge provides expert, independent and bespoke fire, security and IT solutions design, installation and support. It works across all major market sectors, on major construction projects and with end-user organisations, with an approach that values true collaboration.

It delivers a genuine end-to-end service designed for the entire life-cycle of a facility, with a philosophy that always places customers at the core of its business. Its aim is to ensure that its customers are more efficient, effective and resilient through the services it provides, which are delivered with the highest levels of service and leading-edge technology.

Until recently, the only option for disaster recovery was to have a second copy of your whole IT environment replicated elsewhere, mapped out and sized appropriately for your hardware and data. In the event of a disaster, operations would seamlessly fail over to the recovery location. But because a recovery site is a duplication of an organisation's existing systems, this is usually costly to set up and complex to maintain, requiring constant upgrades and data replication to ensure the failover systems stay up-to-date with the live.

Many of these issues can be solved by a cloud-based disaster recovery solution. But until the last few years, a cloud solution hasn't delivered either the functionality or value for investment that organisations required. Previously people were worried about the cost, reliability, and security of a cloud-based recovery environment – there was concern about where and how data would be stored, and whether it would be accessible when it was required. And, usually, it would have required a leased line connection, which are expensive to install and not easily scalable.

But today, the technology has come of age. The rollout of fibre connections and higher speed broadband even in rural areas means a fast cloud connection is now highly affordable and reliable.

"Thanks to the ability to combine high reliability cloud and fast, reliable internet access with our own managed services, we're able to make cloud-based disaster recovery a realistic and good value option for many organisations," say Mark.

- The scalability of the IONOS Cloud enables GBE Converge to deliver the same high levels of experience and satisfaction to customers of all sizes.
- IONOS works closely with its partners, enabling GBE Converge to create exactly the right managed services and solutions for its customers.
- GBE Converge's customers value the reliability, data security, and data sovereignty gained through using IONOS's data centres in the UK and Europe.

The solution

Valued by partners, valued by customers

The GBE Converge Disaster Recovery and Business Continuity service is an end-to-end managed service that is based on the IONOS Cloud and ensures recovery after an unexpected event or disaster, such as a cyber-attack. It also guarantees the ability to resume operation in such an event.

"What this service does is ensure that our customers' businesses are recoverable – that they can regain their critical infrastructure and get back up and running on their services. But many of our customers also use it to enable essential maintenance windows for their live environments," Mark says.



Although this service is sold across the GBE Converge portfolio, each customer delivery is unique, in practice. For example, a coffee shop business with the majority of its applications in the cloud will have different needs to a large manufacturer with many of its services running on-premise.

As well as choosing IONOS because it was flexible enough to cope with the variety of needs in each customer installation, the IONOS Cloud has all the features that GBE Converge's customers expect, including high levels of reliability, data security, and responsiveness, with guaranteed service and support levels.

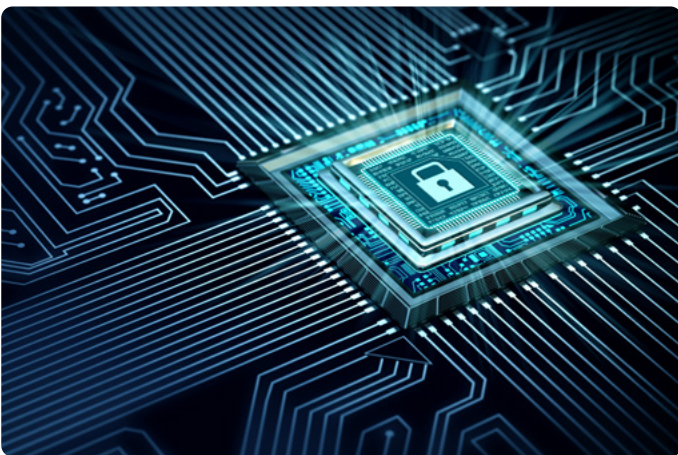
The benefits

Easy onboarding

Because GBE Converge provides its customers with an end-to-end disaster recovery service, it's important that it can rely on all of the elements that make up its solution. "Our customers don't usually want or need insight into the underlying parts of our solution, they just know that it's GBE Converge providing it. So our reputation depends heavily on our partnerships. Working with IONOS as our cloud provider makes it so much easier to get our customers up and running with our services, and to deliver them the service levels they expect," says Mark.

Secure, local data centres

With the IONOS Cloud, IONOS partners and their customers can be sure that their data is safe. IONOS's data centres are located in the UK and Europe, so customers have protection against the CLOUD Act, which is the legislation that allows the US government to access data stored in US locations. IONOS is also 100% GDPR compliant. "It matters to us to be able to say to our customers 'Your data is safe and it's residing within the EU.' In fact, for our local customers in Worcester, the specific location even happens to be less than 45 minutes away!" Mark says.



Highly reliable service

The IONOS Cloud delivers the high levels of service availability that GBE Converge needs, with global service level agreements that guarantee a 99.999% service availability. "Disaster recovery solutions need high levels of uptime – if a disaster were to occur during downtime (planned or unplanned), our customers wouldn't be able to get back up and running as quickly as they had been promised. With IONOS, we know we can deliver a service that our customers will be able to rely on," says Mark.

Agility and responsiveness

Unlike other large cloud service providers, IONOS makes it easy for GBE Converge to create exactly the right service for each customer. As a managed services partner (MSP), the GBE Converge team can talk directly to the people within IONOS who can make the changes they need. "For example, we had a particular client that required a particular graphics card to be used in their hosted servers. With IONOS, I can have that conversation, about what our customers need, and know that it's been heard. Other cloud providers simply say, 'If it's not in the catalogue, there's nothing we can do,'" Mark says.

Conclusion

As a managed IT services provider, it's essential that GBE Converge has the right partnerships in place in order to be able to support its customers. "We are trusted advisors to our customers, and they rely heavily on us to do the right thing with their data and their services. But not only that, we are cloud customers in our own right. For both reasons, our cloud user experience has to be good," Mark says.

"We love working with IONOS because the experience we get is so much better than what we see with other cloud service providers. It's good for us – and great for our customers."

Call or email us to learn more



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