

Enterprises Adopt IBM Cloud for Business Continuity and Enhanced Customer Service

IBM provides tailor made SmartCloud solution to help businesses respond to disruptions effectively and minimize data loss.

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BANGALORE, India, Sept. 3, 2013 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that three organizations in India -- spanning manufacturing and services industries -- have selected IBM's cloud-based disaster recovery service to ensure business continuity and operational resiliency. IBM SmartCloud Virtualized Server Recovery (VSR) will provide these organizations with a fully managed, robust server recovery solution that will ensure faster restoration, while minimizing data loss and enabling continued customer service in any disaster scenario.

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The organizations that have adopted the IBM SmartCloud VSR solution include: Servion Global Solutions, a Customer Interaction Management (CIM) solutions firm; Synthite Industries, a manufacturer of natural products and Luminous, a power back-up solution provider.

Enterprises in India are increasingly using cloud based technologies to drive agility and integration across functions and operations.

In today's competitive world, organizations are under immense pressure to provide more efficient and timely customer services. They are offering a variety of new-age services and customer touch points like e-commerce, online banking, and customer self-service, among others. Business resiliency and continuity is therefore critical to organizations as any downtime may potentially result in revenue loss, customer dissatisfaction and negative brand image. Organizations, including small and medium enterprises, are heavily focusing on disaster recovery to ensure seamless business operations.

"The need for uninterrupted business operations has become crucial for us to ensure enhanced customer engagement and protect critical business data", said Chander Khanduja, CIO, Luminous. "IBM's proven expertise in cloud based virtual recovery, assured us of a highly resilient infrastructure that helped us mitigate downtime risks. The subscription-based pricing model provides costs benefits as well."

VSR is a disaster recovery service, which enables clients to not only provision recovery resources in minutes but also avoid errors of manual operations. It ensures that the company seamlessly continues its business operations without any disruption to client service. Businesses look to cloud-based VSR service for its reliability, scalability and ability to dramatically reduce recovery time.

The service helps improve server recovery time and reliability by leveraging high quality automation and cloud tools. It minimizes the risk of failure due to disparate hardware at the production data centre and provides remote portal access to help reduce cost and time as well as the inconvenience of travelling to the recovery

site.

"It is important for organizations to have a strategic approach to business continuity and resiliency," said Lingraju Sawkar, Director, Integrated Technology Services, Global Technology Services, IBM India/South Asia. "In the event of a disaster, a physical recovery approach may drastically increase the risk of data loss while significantly increasing recovery time as well. But the IBM SmartCloud VSR solution leverages advanced cloud tools to help enterprises improve business reliability with remote server recovery flexibility."

About Servion

For more information, please visit: <http://www.servion.com/default.aspx>

About Luminous

For more information, please visit: www.luminousindia.com

About Synthite

For more information, please visit: www.synthite.com

About IBM

For more information, please visit: <http://www-935.ibm.com/services/us/en/it-services/business-continuity-and-resiliency-services.html>

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