



OTM

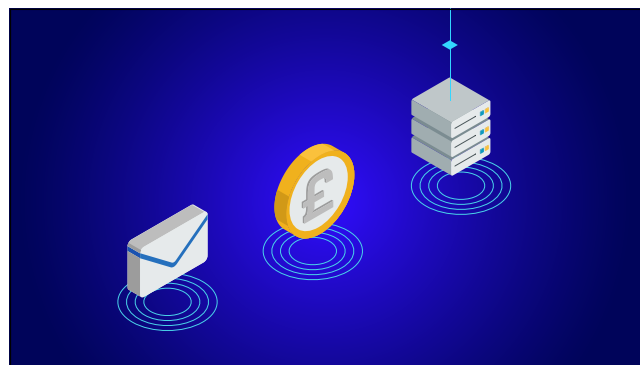
Daisy

# eBackup storyboard

October 2021

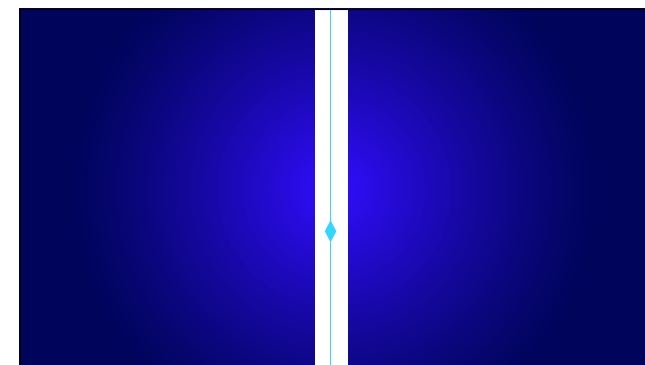


eBackup box animates in. 'Make sure you can get everything back up' appears.



Every organisation relies on many different types of data - but it doesn't always need to be managed in the same way.

Icon's representing different kinds of data pop up from spots on the floor. Little lines of data are coming from the top of the data stack.



Like this business, for example.

We follow the lines of data travelling up and the sides open like doors onto a view of an office building in a 'data' landscape.



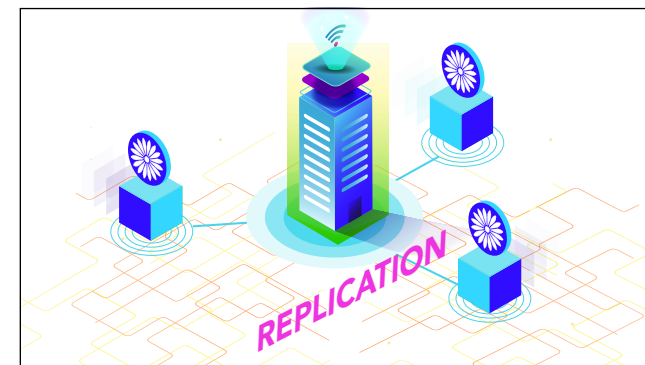
Their ecommerce data - which runs in their private cloud -

Boxes appear from below around the central building. The boxes hover.



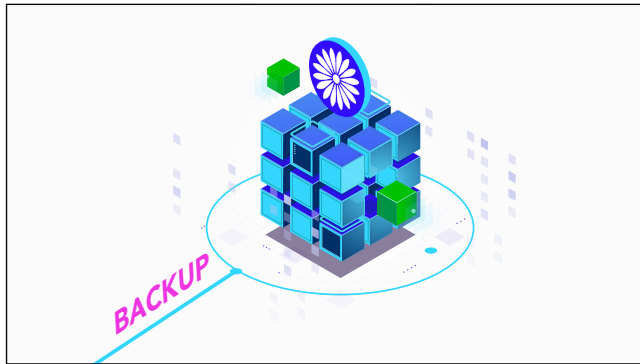
needs to be "always on".

We zoom into the building quickly and arrive at the data centre where transactions are taking place. Boxes representing the data storage and connectivity float gently above the ground.



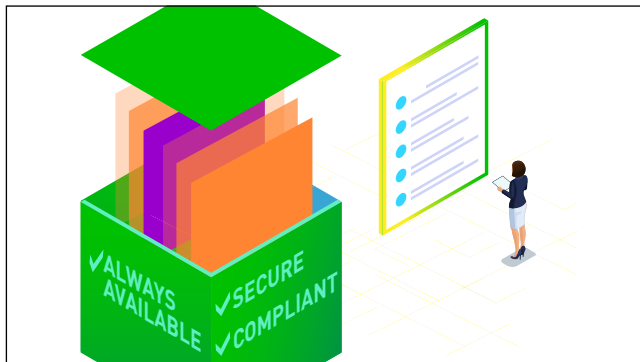
So their eBackup solution includes Daisy's replication service. (repeat: Daisy's replication service. fractionally after so you hear it twice)

External Daisy storage centres are seen circling the business, connected by orange data threads.



Order processing and logistics are very important as well – but the business could manage without them for a few hours, if it had to - so these are covered by a backup service.

At the Daisy data centre we see boxes moving around - joining the cube - representing storage.



This also means they don't need to back it up - which would cause longer backup windows, increased expense and put the business at greater risk.

Important files being stored and accounted for in another orange data block (rubiks cube). The box is sealed and moves into storage.



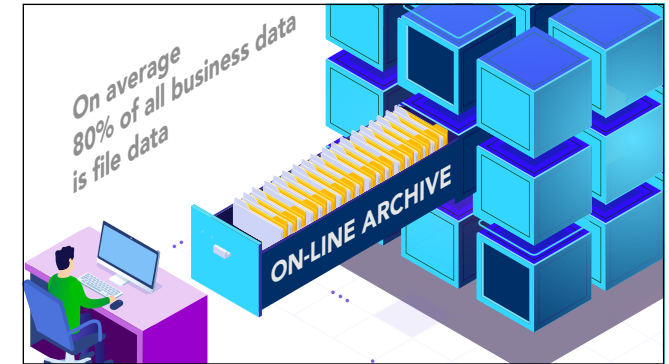
Many other types of data are also vital, but the business doesn't need to be able to access everything in real-time to keep working...

Back inside the business we are observing we see the different departments. (option to have separate frames zooming in on the different departments). Numbers representing RTO speeds slide in.



But does the business REALLY need these different data protection services?

Business as usual, we see the time on the screen at 9:15



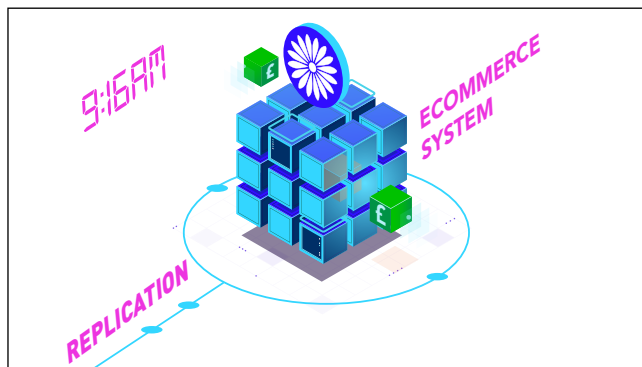
And a lot of data is created but never looked at again! Luckily, they've got this covered by an archive service - so they don't need to pay for expensive primary storage.

Person pushes an excess of files into the Daisy data storage cube.



(pop) Oh no!

A flash of light and a thunder clap, the tower powers down and the remote worker boxes turn grey and drop to the ground. They have lost connectivity.



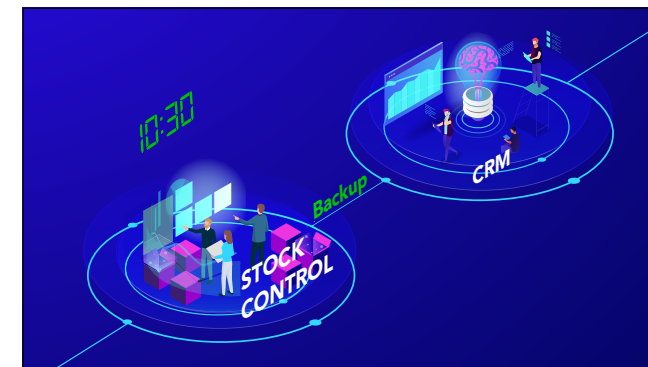
As planned, Daisy's replication service means little or no data or time is lost.

At Daisy data centre the server powers up and the daisy above it spins. Nodes of data travel along the lines...



(repeat words after 'as planned' - a beat or two after we first hear them - as above)

And towards the business that has lost connectivity, the remove workers begin to float around again now that they are reconnected. The tower windows light up from the bottom to top - with the light at the top last to turn on.



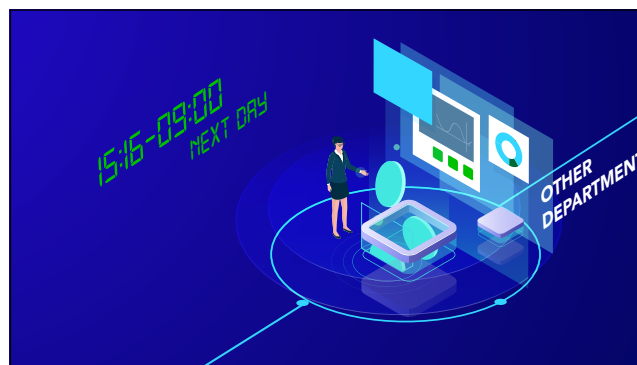
The backup service means that all their data is still available when it's needed,

the line travels and circles the departments as they power up

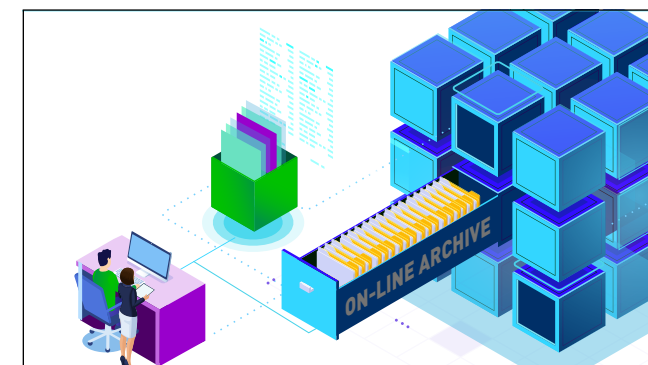


so the most critical parts of the business can carry on working.

Then the Logistics department

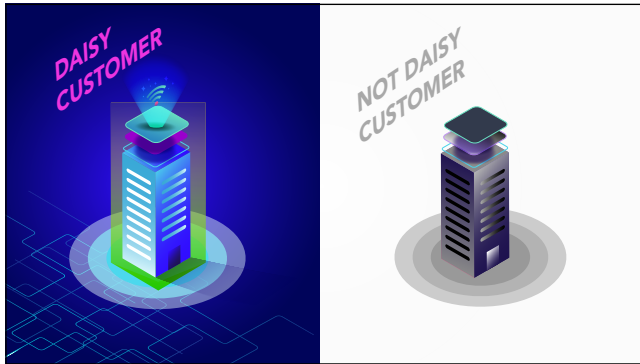


And stock control and CRM



And their archive data is easily accessible, at any point staff need access to it.

Two happy workers 'unlock' the data they stored away safely earlier.



That's why this company uses eBackup – without it, they would still be down.

Two contrasting businesses, one very clearly 'on'. the other very clearly off.



Circles radiate out of the text.



Daisy logo, and website