

## **UP TIME Disaster Recovery, Inc.**

### **Company Statistics**

Company:	UP TIME Disaster Recovery, Inc.
Location :	Sacramento, California
Founded:	1984
CEO:	Patrick Gouldney
1991 Revenues:	\$1.8 million
Employees:	15

### **Products**

UP TIME Disaster Recovery, Inc. (UP TIME) provides disaster recovery services to information systems facilities by bringing a working data center complete with hardware configuration to the clients' location. These mobile data centers are fully self-contained, bringing generator power, line conditioning and air conditioning within the unit. Its mobile data centers also have the capability of having communications lines restored to patch panels on the units. UP TIME computer rooms, located in Sacramento and Philadelphia, are also available for disaster recovery.

Hardware supported:

- o **Hewlett-Packard:** Series 9XX, 8XX and classic processors; C2204, 7937, 7935 and 7933 disk drives; 7980, 7978, 7976 and DAT tape drives; 2680, 2566 and 2563 printers; DTC, ATP and ADCC parts; and various terminals, muxes, and modems.
- o **Digital Equipment:** 8XXX and 11/785 processors; RA82 disk drives; TA/TU Master and Slave tape drives; 1000 LPM printers; SC008 Stat Coupler, HSC50 Controller, and disk and tape channel card; DMB32/DMF32 and 48 port C511 Ports; VT 320 terminals; and 8 Port Fiber Optic, muxes and 2400 and 1200 Baud modems.
- o **IBM:** As/400 B50s, S/38 and S/36 systems; 9335 disk; 2440, 3422, 9348, 9347 and 8mm tape drives; 5394 Remote Controllers; 5225, 4224, 5224 and laser printers; and various screens and modems.

### **Service Mission/Target Market**

#### **DISASTER RECOVERY**

UP TIME's product is service; its mission is to provide fast, complete backup computer facilities to clients when a disaster, such as fire or flood, hits the client's computer installation. With its self-contained mobile data centers, UP TIME can bring the disaster recovery solution to the customer's site so clients suffer less disruption to their operations. Mobile units stay on-site until a complete recovery of the client's system is achieved.

UP TIME services clients with Hewlett-Packard, IBM and Digital Equipment systems.

### **Service Offerings**

#### **DISASTER RECOVERY SERVICES**

UP TIME offers two levels of disaster recovery contracts. The significant difference between the two offerings is the fire drill test, which is available only with the Super Package. This feature gives the client the ability to test UP TIME's ability to deliver support without prior scheduling.

<b>Feature</b>	<b>Basic Package</b>	<b>Super Package</b>
Tests at UP TIME	2	4
Tests on-site	1	1
Fire drill test	None	1
Emergency use, mobile	10 weeks	18 weeks
Emergency use, static	3 weeks	6 weeks

UP TIME does not provide vaulting services.

### **Service Delivery**

#### **DISASTER RECOVERY SERVICES**

UP TIME's mobile facilities are currently headquartered in Sacramento and Philadelphia. Arrival at the customer site is guaranteed within hours after a call is placed requesting disaster assistance. Customers initiate the disaster recovery process by phone or fax. In the event of a multiple disaster, UP TIME's policy is — "first come, first served," but multiple sites and multiple hardware configurations make it easier for UP TIME to support more clients at the same time. UP TIME has three dedicated service technicians, two finance/administration people and ten sales people.

### **Service Marketing/Pricing**

#### **DISASTER RECOVERY SERVICES**

UP TIME markets its services primarily through vendor-specific (Digital, IBM and HP) trade publications and trade shows. The use of card deck mailings to trade publication subscribers has been particularly effective. It also has a telemarketing program.

There is no standard price of UP TIME's Basic and Super Package services. Pricing is determined on the configuration of the backup system required by the customer. Rates for the Basic Package can range from as little as \$2,000 per year to as much as \$60,000 per

year. Super Package rates are typically \$4,000 more than the Basic Package. UP TIME does not charge disaster declaration fees and has no per diem charges for utilization of the mobile or permanent hotspots.

### **Perception/Evaluation**

#### **DISASTER RECOVERY SERVICES**

UP TIME is a market leader in providing mobile disaster recovery services to Digital and HP installations. It added IBM support in the past year. Events like the October 1989 San Francisco earthquake and Chicago floods are helping to improve potential customers' awareness of the need for disaster recovery and the value of mobile support. According to UP TIME, the increased competition in disaster recovery services has actually helped increase awareness and has served as a boost to UP TIME's business.