

## IBM and Zain Launch Cloud Disaster Recovery Service in Kuwait

New collaboration delivers enhanced cloud-based business continuity and resiliency services for IBM and Zain customers

ARMONK, N.Y., June 21, 2017 /PRNewswire/ -- IBM (NYSE:[IBM](#)) and Zain, Kuwait's leading telecommunications company, today announced their collaboration to launch a new cloud disaster recovery service that will provide IBM and Zain's enterprise customers with cloud-based business continuity capabilities and faster disaster recovery of their critical IT systems, without incurring the infrastructure expense of a second physical site. Through the new service, customers will benefit from the added flexibility of keeping their data in-country on IBM Cloud.

The disaster recovery as a service (DRaaS) market size in the Middle East is \$100.64 million and is expected to see a compound annual growth rate of 44.8 percent through 2021. The Middle East region is experiencing a significant increase in DRaaS adoption due to the increasing number of cyberattacks and other data threats like security breaches, software and hardware failures, and power outages, according to MarketsandMarkets.

The new cloud disaster recovery service will help protect IBM and Zain customers against data loss from their own servers or from other cloud services, and can maintain readiness without the need to invest in additional physical space or stand-by hardware. The service will provide replication of critical applications, infrastructure, data and systems to IBM Cloud so customers can recover from an IT outage within minutes.

"In the face of increased cyberattacks and other IT threats, unplanned downtime is a business risk that can damage both business operations and corporate reputations," says Laurence Guihard-Joly, general manager of IBM Global Resiliency Services. "Through this new cloud disaster recovery service, IBM and Zain customers can confidently manage any cloud environment and take proactive steps to differentiate their business resiliency capabilities and meet 'always-on' expectations."

"Today's announcement comes as part of our vision to transform Zain into a digital lifestyle provider," said Zain Kuwait's Chief Executive Officer Eaman Al Roudhan. "The business needs of our corporate customers are continuously changing, and offering them innovative solutions to help maintain resiliency is a top priority for us."

The cloud disaster recovery team will monitor developing disaster events 24/7 and help ensure that the infrastructure of IBM and Zain customers is equipped to handle the latest threats to keep data, applications and transactions secure. The new service will also enable customers to adjust and customize their resiliency strategies to their own requirements to optimize recovery time.

The new service underscores IBM's expanding business continuity and resiliency services portfolio. In today's "always-on" world, IBM offerings like DRaaS and Cloud Resiliency Orchestration are built to simplify and automate the disaster recovery process, increase workflow efficiency, and reduce risk, cost, and system testing time for clients around the world. With more than 50 years of business continuity and disaster recovery experience, today IBM has over 300 resiliency centers across 68 countries.

Zain's strategy of being a sustainable digital communications company has long focused on the customer experience and using technology to create more value for the customer. The launch of this service is one of the major steps in the company's strategic plan to introduce more distinctive digital services dedicated to corporate and enterprise customers. Zain believes that corporations are unique by nature and require unique services that recognize and satisfy their needs promptly and efficiently, and today's announcement is a testament of that belief.

### **About IBM Global Technology Services**

IBM Global Technology Services offers end-to-end IT consulting and business services supported by an unparalleled global

delivery network that is transforming its business to lead in an era of Cognitive and Cloud. As a cloud services integrator, GTS is managing the services and underlying infrastructure in an integrated and unified way. It is modernizing clients' IT environments to help them meet the increasingly complex customer demands. GTS provides clients with innovative technology solutions that help them to improve their business processes and in turn, profitability.

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