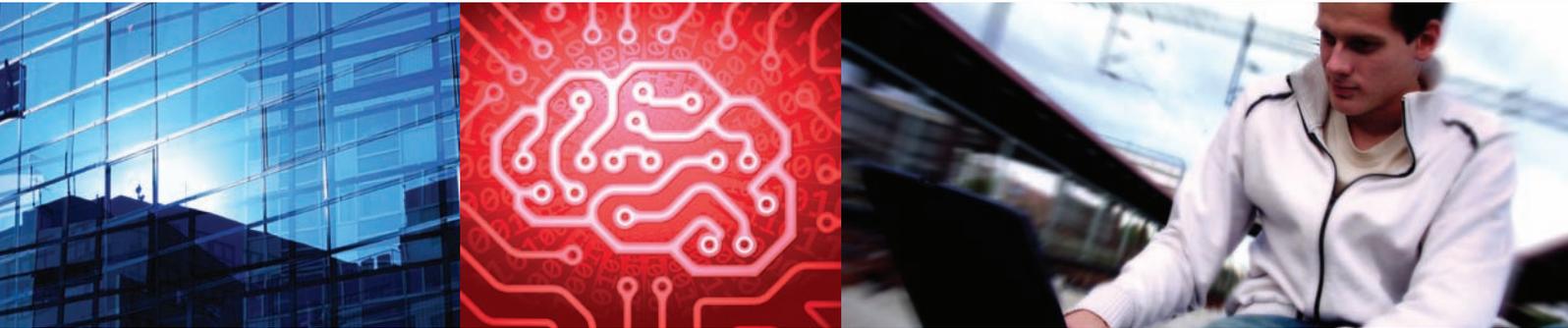


# Databarracks fortifies Cloud offering with CIF Certification

Certification delivers credibility for clients and prospects alike



## Databarracks

Established in 2003, Databarracks was one of the UK's first providers of managed backup and disaster recovery services. It has since grown rapidly to become one of the most technologically advanced innovators in online backup, virtualisation and the cloud, delivering effective disaster recovery and business continuity solutions to companies of all sizes and complexities, including clients in the defence sector, government and financial institutions.

## Certification

The CIF Self Certification process, managed by APM Group, enables Cloud Service Providers to demonstrate transparency, accountability and capability to end users in a manner that enables the potential customer to make an informed decision about what the vendor offers. The use of the CIF Certification Mark on a vendor's website serves two clear purposes: it makes a public declaration of professional and commercial intent on the part of the cloud service provider and it provides a visual mark of recognition that engenders confidence in the end user that the organisation is open and professional in its commercial activities.

## Why choose the CIF Code of Practice?

Peter Groucutt, Managing Director at Databarracks explains: "Uptake of cloud services is very strong in the UK but there are still companies yet to experience the benefits, the main barrier to adoption usually being a lack of confidence. End users are asking for information, clarity and guidance – so it's important that, as an industry, we take the necessary steps to alleviate any fears and conspicuously demonstrate a commitment to the secure hosting of data in the cloud.

"Here CIF plays an incredibly valuable role in driving best practice and encouraging standards in the delivery of cloud services with its Code of Practice," he continued. "We were already members of CIF but we were keen to practice what we preach, as it were, by ensuring that we met the stringent requirements set by the organisation and achieving certification to the Code of Practice."

## What makes it different?

"What stands the CIF Code of Practice apart is the basis of the accreditation. It is independently developed and governed and has clear enforcement of the self-certification process to maintain standards and integrity.

"There are lots of standards bodies out there offering accreditations making it easy for organisations to pick and choose standards that require the least investment or the least work," Peter reflects. "The CIF Code of Practice, on the other hand, is based on established, well-known standards which many of our customers recognise and indeed expect, so it was an easy choice for us.





*“we have been independently assessed and recognised as being a responsible, credible and accountable cloud provider by a credible organisation”*

## About the Cloud Industry Forum (CIF)

The Cloud Industry Forum (CIF) was established in direct response to the evolving supply models for the delivery of software and IT services that has expanded well beyond the traditional on-premise method to one that now embraces hosted and/or, pay-as-you-use Cloud solutions.

CIF's purpose is twofold: To drive a common and public level of transparency about the capability, substance and best practices of online Service Providers (SaaS, PaaS, IaaS, Web hosting providers etc) through a process of Self Certification to a Code of Practice. Second, this Code of Practice, and the use of the related Certification Mark on participant's web sites, will provide comfort and promote trust to business and individuals wishing to leverage the commercial, financial and agile operations capabilities that the Cloud based and hosted solutions can offer. CIF will ensure the integrity and governance of the Self Certification process through regular random audits as well as investigate complaints from parties that challenge any specific participants Self Certification status.

“There are a lot of similarities between the CIF Code of Practice and other standards like ISO 27001 and ISO 9001 but a key difference of the Code of Practice is the transparency requirement. It isn't about using a single particular technology or method but about being upfront and clear about the services we provide. It requires us to publish publicly available information on our website, clearly stating details about the business and our services. In the world of cloud delivery, end users have little information available to them to allow them to make informed decisions about their choice of provider, so this Public Disclosure is vital.

## Certification Process

Peter talks through the process for Databarracks: “When we first started our application for Certification, our main concerns were the time and effort involved. However, as we had just been through ISO 9001 and ISO 27001 certifications we had a number of documented processes in place that matched the scope of services for the Code of Practice.

“CIF's Cloud Service Provider Code of Practice requires Databarracks to be transparent to customers and prospective customers about certain aspects of our services. We have adopted these elements and clarified them as part of our business offering going forward. Specific company information is also now available on our website alongside the CIF certified logo as our committed mark to quality, rigour and transparency,” he continues.

## The benefits

The benefits for the end user are being able to evaluate the certified companies against the guidance and rationale set out in the Code of Practice. Thus allowing a more thorough and informed decision on choosing their supplier. The CIF Certified logo will be visible on a certified company's website and hyperlinked to a set of public declarations that set out basic information that any potential customer may wish to know.

Peter adds: “The big benefit for us is that our customers can see very quickly that we are a trustworthy cloud service provider. By becoming certified to the Code of Practice, end users can see straight away that we have been judged by an external body to have good business practices in place, solid contracts, honest online sales literature and that we meet CoP requirements for transparency.”

“With so many cloud providers in the market place, CIF's Code of Practice, alongside our certifications for ISO 27001 and ISO 9001, indicates that we have been independently assessed and recognised as being a responsible, credible and accountable cloud provider by a credible organisation,” he continues.