

LE&AS



# AccessAssure

Protecting business critical software applications in the Cloud



## Why do I need AccessAssure?

If your business is using or providing services in the Cloud you will benefit from AccessAssure. Responsibility for your own or your Customers' business critical applications and data can be daunting. AccessAssure is not a replacement for DR (Disaster Recovery) but the ultimate cover that will protect your business should your SaaS provider or hosting business fail. How long will your business survive without access to your applications and data? AccessAssure has been specifically designed for the SaaS/Cloud market to protect customers using "off-premise" applications. AccessAssure is a pro-active agreement that independently monitors your providers and warns you if critical trigger points are reached. This avoids the need for additional and costly back-ups until you genuinely need them.

*"AccessAssure gives UNIT4 Customers an affordable and enhanced level of data security, breaking down the barriers to SaaS/Cloud based services."*

**Darren Hunt, UK Sales & Marketing Director, UNIT4 Business Software Ltd**

### I am a Hosting Provider:

As a hosting provider your customers will be looking to you to protect their business critical applications and data. You may be the Prime Contractor in some cases responsible for ensuring the applications your customers are using are accessible at all times. AccessAssure enables you to offer a transparent risk management service over and above your undoubtedly comprehensive DR strategy. Enhance your offering with AccessAssure and your customers will know you have got them covered.

### I am a Software Vendor:

SaaS/Cloud based applications are the future of your business. The stability of your hosting provider is critical to your business and your customers. If you do not know what would happen if your hosting provider fails, this could be fatal not only to you but your customers. Win more business by offering a comprehensive level of cover that protects you and your customers.

### I am an End User:

There are undoubted benefits of using SaaS/Cloud based applications, though with it comes a degree of uncertainty as you allow all your business critical data to be stored off-site. Your providers may provide comprehensive cover in a DR situation, but less likely to offer you protection should you find they have gone out of business. Don't let their demise be yours!

AccessAssure is a proactive agreement that independently monitors your providers and triggers certain release events that ensure your business critical applications and data are where you can get to them, when you need them.

*"AccessAssure enhances our already comprehensive DR provision, ensuring total protection and assurance when hosting Customer's business critical data."*

**Nick Razey, CEO, Next Generation Data Ltd**

## What is an AccessAssure Agreement?

From an end user's perspective there will often be two (2) parties involved with providing a SaaS service – a software vendor (an "SV") and a hosting provider (an "HP"). The end user will only have a direct contractual relationship in place with either the SV or the HP.

An Access Assure agreement is an agreement between the SV and the HP (regulated by a legal advisor) where both parties accept a responsibility and a duty to work together in the best interests of the end user of the SaaS service.

*"...an essential part of any SaaS sale"*

## Why do I need one?

The implications of loss of a SaaS service are more severe, immediate and business critical than the loss of a normal software solution outside a hosted environment. It is imperative following the issues raised by 2e2's (a leading hosting company) administration that end user confidence can be quickly restored to the cloud marketplace. It ensures that 3 months continuity of service is put in place should an SV go into administration.

An Access Assure agreement should be an essential part of any SaaS sale and risk management strategy for an SV and should be supported by responsible HP's.

It does not involve daily or monthly back-ups of the SaaS service being taken and is therefore considerably cheaper than other solutions available in the marketplace, all of which involve backing up customer data a second or third time on a regular basis.

*"A pro-active support service..."*

*"Direct contractual nexus..."*

## What are its main features?

An Access Assure agreement primarily provides:

- Direct contractual nexus for an End User to ensure business continuity for its SaaS service, where no contractual obligations currently exist;
- A pro-active independent monitoring service for the SV that flags up to the SV if the HP should be considered, from time to time, a risk to the SaaS service (and THEN contractually supports the continuation of the SaaS service and/or movement of data in such circumstances);
- A pro-active support service from a responsible and ethical HP that continues to provide connectivity to end users for a short period of time if the SV becomes insolvent.

## Benefits to the End User

- ✓ Costs are minimal (circa £950 per annum) compared to the alternative of backing up customer data a second or third time on a regular basis;
- ✓ Gives business continuity to an end user for at least 3 months to avoid "blank screen syndrome" where the SV goes into insolvency;
- ✓ Gives end users a direct contractual right against the HP to be able to retrieve their data, if they wish to do so;
- ✓ Monitors at all times the location and security of their data in line with the end user's DPA 1998 requirements as a data controller;
- ✓ Keeps costs of the SaaS service low whilst providing security of customer data. End users only pay for additional back up protection of their data as and when they really need to.

## Benefits to the Hosting Provider

- ✓ No costs involved\*;
- ✓ It assists an HP to retain disaster recovery service revenue;
- ✓ An HP can demonstrate its confidence in its financial position or ability to deliver a quality service, thereby attracting more SV's;

✓ If anything happens to an SV, a revenue stream can continue for a short period of time and potentially the service could be continued if an administrator successfully sold the SV business;

✓ It assists HP's to insist on no liability for loss of customer data in its standard form contracts and hence keeps the HP's insurance premiums down.

\* (unless primary contractor)

## Benefits to the Software Vendor

- ✓ Costs are minimal (circa £950 per annum) compared to the alternative of backing up customer data a second or third time for all SaaS customers on a regular basis;
- ✓ Helps to keep end user data safe whilst facilitating the product cost to its target market to be kept as low as possible;
- ✓ Monitors and pre-empts an insolvency situation arising with an HP, which is particularly important where the SV is liable for loss of customer data;
- ✓ Protects SV brand name and product reputation;
- ✓ Ensures ongoing product confidence in the SV's SaaS service;
- ✓ Demonstrates compliance with best practice with regard to BS 27001 and 9001;
- ✓ Monitors at all times the location and security of customer data in line with its DPA 1998 requirements as a data processor; and
- ✓ Minimises the financial risk to the SV of "blank screen syndrome" and loss of end user data.

## How do we put an AccessAssure agreement in place?

Call us on 0800 456 1115 and speak to one of our Commercial or Legal team who will be happy to answer any questions.

*"Minimises the financial risk..."*

For more information contact us on: 0800 456 115 or email: [admin@leaas.co.uk](mailto:admin@leaas.co.uk)

Description	Fee	SaaS Provider	Registered End User
Set Up Fee	£1250.00	100%	0%
Annual Fee (REU)	£950.00	0%	100%
Annual Fee (SaaS)	£950.00	100%	0%
Release Fee	£250.00	0%	100%

## Cost benefits:

**SaaS Provider** - An AccessAssure Agreement is a multi-licensee agreement and all customers can register against it. Negates potential legal costs of retrieving data and legal claims for downtime by customers. Offers greater security to customers to assist in winning new business.

**End User** - Negates potential legal costs of retrieving data should the need arise. Avoids potential loss of revenue and cost of man hours through loss of a business critical system for a period of time.

## About LE&AS

Legal Escrow & Arbitration Services Limited a software and contract law specialist has been offering legal escrow services since 2004. A supplier to software providers, government bodies and international groups. Our reputation is founded on the ability to evolve, continually refocusing our strengths to meet new challenges and add value at every opportunity. LE&AS has been on the G- Cloud suppliers list since its inception.



Access Assure Logo can be displayed on your web-site, letterhead and marketing material.

Email [admin@leaas.co.uk](mailto:admin@leaas.co.uk) for logo guidelines.