



DR in the Cloud: Protect Your aaS

Every business wants to protect their mission critical applications from costly downtime and data loss. Traditional disaster recovery solutions are expensive, complicated and can be unreliable.

Cloud-based DRaaS offers a low-cost, systematic, scalable alternative. Consider the following implications of downtime and reasons for choosing DRaaS:

Downtime: By the Numbers

\$167K

Avg hourly cost of downtime for enterprise companies

\$505K

Avg cost per incident for enterprise companies

\$26.5

Billion
Annual revenue lost due to downtime

1 Minute of Downtime = \$5,600



90 Minutes

average reported incident length

87 Hours

average annual downtime for enterprise companies

Causes of Downtime

Malfunctions



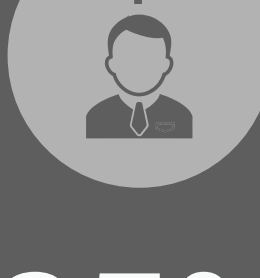
6%

Natural Disasters



13%

Human Error



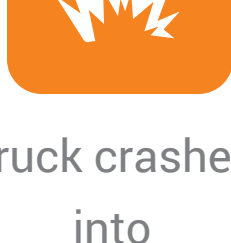
25%

Power Loss

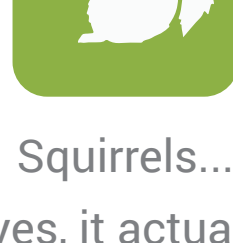


56%

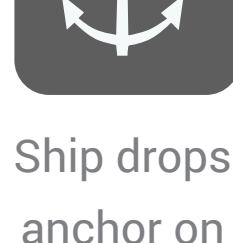
Strange, but True Examples



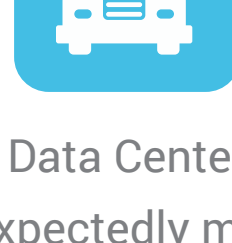
Truck crashes into transformer



Squirrels... (yes, it actually happened)



Ship drops anchor on undersea cable



Data Center unexpectedly moves client's servers

Benefits of DRaaS

- ✓ **Greater Flexibility**
Differences in primary and secondary site infrastructure are abstracted to eliminate compatibility issues.
- ✓ **Cost-Effective**
Minimal setup vs cost to acquire second data center, hardware and software licensing.
- ✓ **Simpler to Test**
Enabling companies to test quarterly or even monthly leads to better predictability and a greater likelihood of a fast and successful recovery.
- ✓ **Fast Recovery**
Decreasing downtime is a competitive advantage. It minimizes lost revenue and the potential tarnishing of a company's reputation.
- ✓ **Automation**
An automated process helps speed up recovery and maintains accuracy.

30%

of mid-size companies will have adopted DRaaS by 2014 (Gartner)

\$5.7B

is how much the DRaaS market could be worth by 2018 (Gartner)

91%

of respondents in a 2013 study had unplanned downtime in prior 2 years

5 Things to Look for in a DRaaS Provider

1

Is the provider a true provider of DRaaS services, or simply a reseller? The best DRaaS providers have their own proven infrastructure, process, and team.

Is security taken seriously? Look for an experienced cloud provider that realizes the importance of keeping digital assets safe and secure.

2

3

Does the service contain unnecessary costs and up-charges? Good DRaaS providers create a customized solution specific to your organization without tacking on extra costs wherever possible.

Are DRaaS services implemented by experienced staff? Effective DRaaS solutions leverage a systematic framework, customized by DR experts.

4

5

Does the service provider enable full testing of the DR plan without impacting production services? Regular testing is required to ensure fail-over will occur as desired.



If you fail to plan, you are planning to fail.
~ Benjamin Franklin

Conclusion

Traditional disaster recovery implementations require substantial time, skilled personnel and a large capital investment. DRaaS is now the solution of choice for companies from SMBs to large enterprises due to the flexibility, efficiency and low cost of cloud-based DR.

Sources:

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