Petri Webinar Brief
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Step-By-Step Guide and Best Practices to Availability and Business Continuity

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Overview

Nobody wants to be the next headline outage. Whether it is a site failure, natural disaster or other types of event, there is an increased focus on keeping IT militaries available despite disasters. In this session, join Veeam's Noah Gamache for practical tips on how to get started with a business continuity and disaster recovery plan, including assessing applications and the steps needed to ensure your disaster recovery plans are going to meet the availability needs of your business.

Context

Noah dives deep into what hyper-availability actually means in the modern workplace. He identifies the tools to help you achieve complete business continuity in your workplace so that when the next disaster or outage occurs, you are not only ready, but you are up-and-running without any major impact to your organization's operations.

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Key Takeaways

Data is hyper critical.

Data is the lifeblood of every organization and if your data is not available for any amount of time, your organization is in trouble which could result in lost sales, business disruptions, and in worst case scenario, the closure of your business.

With companies containing multiple different types of sensitive data including credit card information, healthcare related content, and intellectual property, it's imperative that your data is not only backed up but also secure.

The hyper-growth of data

The amount of data in the world is doubling roughly every two years. With this kind of growth, it's important to properly plan for your organizations' expansion of information that needs to be retained.

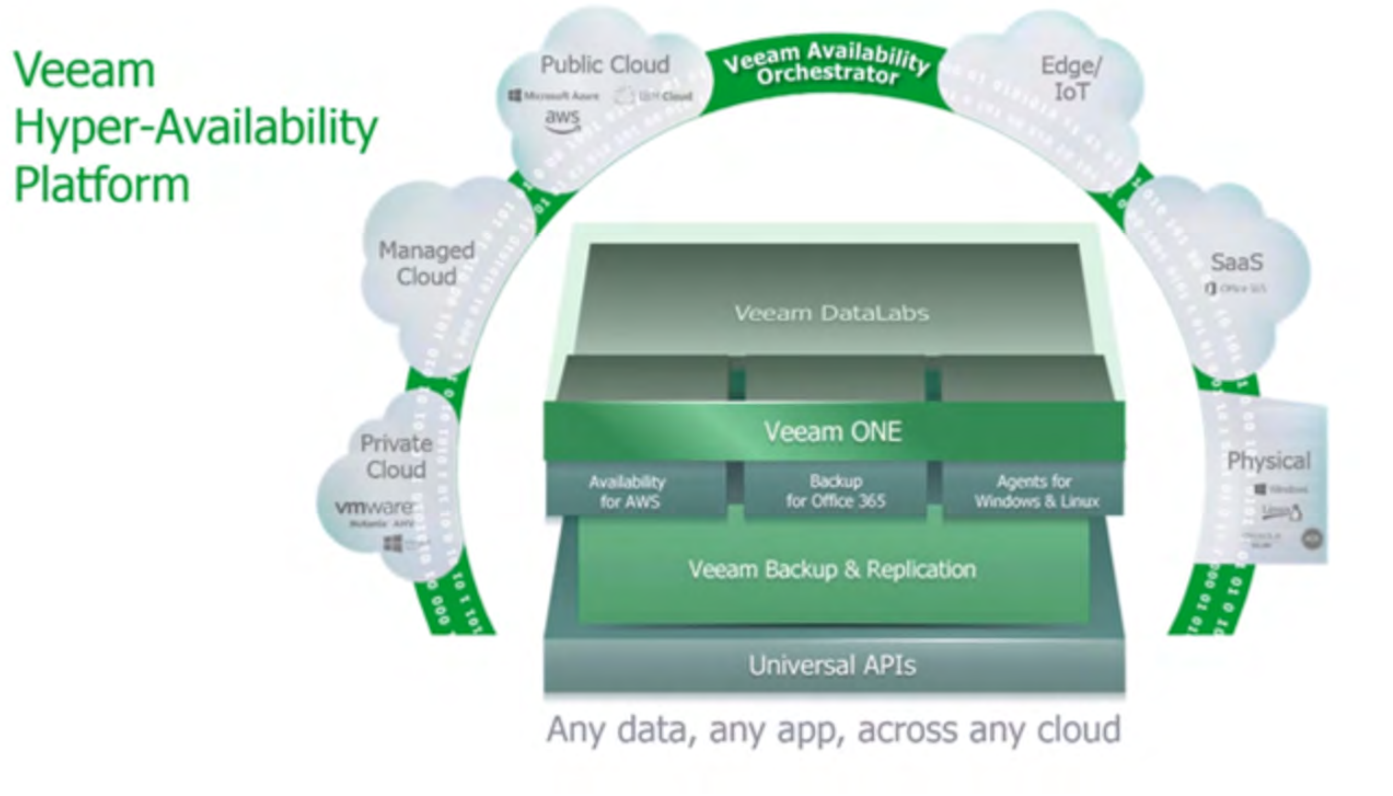
Structured and unstructured data needs to always be available which is why it's important to have multiple copies stored on-site, with at least one iteration being off-site and to make sure that all this data can be restored without an error.

Data is stored everywhere

One of the challenges of the modern workplace is that data is stored in multiple locations. You may have some content in the public cloud, other on-premises, and some stored off-site. It's the responsibility of the IT professional to make sure that all of this data is managed in a way that provides maximum availability without a significant amount of overhead.

Veeam Hyper-Availability Platform

To help customers achieve hyper-availability, the platform that Veeam has created works with any data, any app, and across any cloud. This includes everything from VMWare backups to edge/IoT data. The goal of Veeam's Hyper-Availability Platform is to make sure that all your data, regardless of where it is stored or created, can be backed-up using one application.



The Five Stages of Intelligent Data Management

Because of the vast amount of data being created, simply copying it to an external drive is no longer an intelligent way to safeguard your assets. In the webinar, Noah explains the give different steps you should be following to make sure that you are properly securing your data.

1. Backup
2. Aggregation
3. Visibility
4. Orchestration
5. Automation

These five steps are critical to defining the process to make sure that your disaster recovery preparations will achieve the goal of hyper availability. As you move from backup to automation, the strategies shift from policy-based steps to behavior-based processes.

3-2-1-0 Rule

A classic rule of data protection is to have three copies of your data, two that are on-site stored on different medias, one that is off-site and then is able to restore that data with zero errors.

It's the zero errors that are critical because if you are not testing your data recovery process frequently enough and this process fails during an outage, your disaster recovery preparation will not have been adequate.

Understanding the Applications

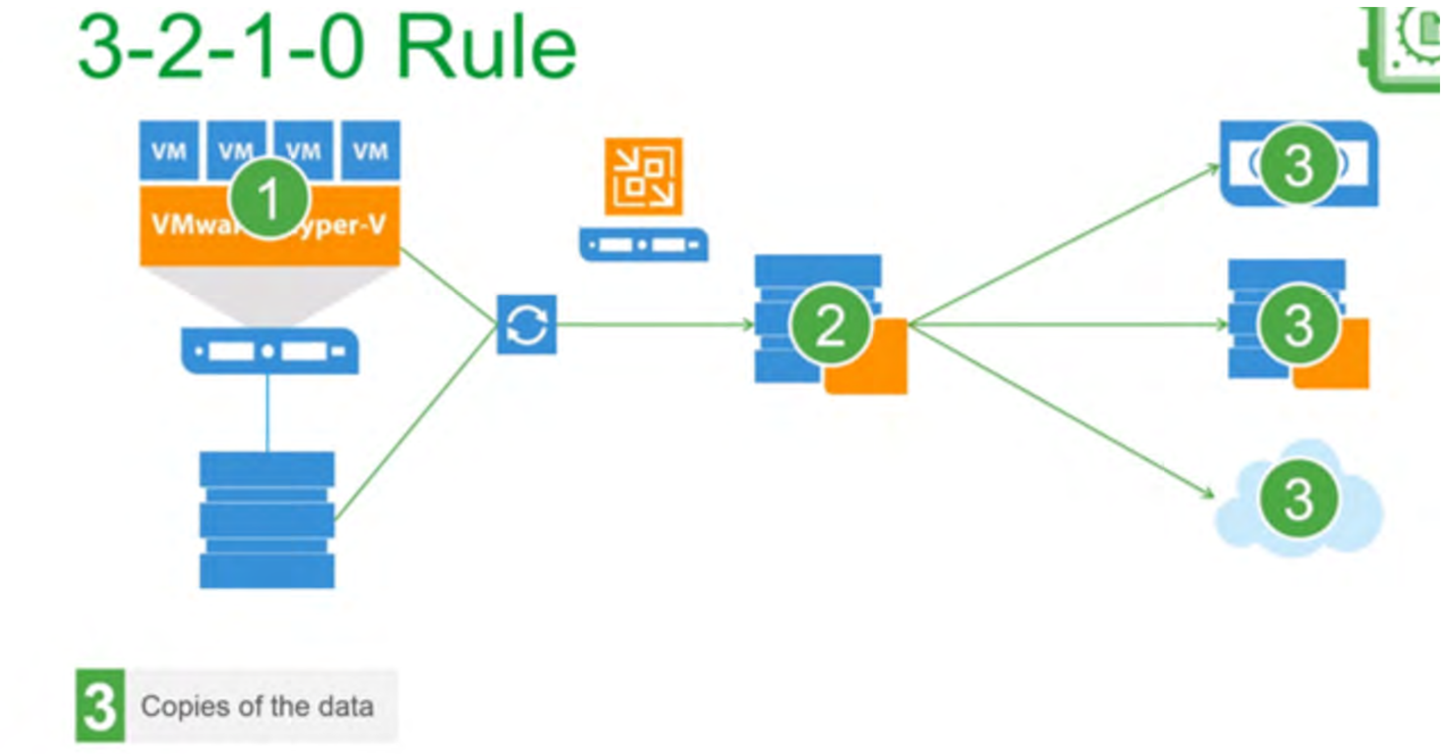
When backing up data and applications, you need to fully understand what that application includes. Noah points out that Exchange is not an app but DNS, DHCP, Domain Controller and Exchange is an application.

By backing up all aspects of the application, this makes it 'portable' and allows for easier testing and granulated failovers.

Recovery Tips:

When an outage occurs, it's important to decide what to recover first. Recovering email first distracts people as it also them to communicate, both inside and outside the company, and should help restore some of the chaos that has occurred.

Next up is accounts payable, as this will make it possible to pay your contractors and employees; ideally, you could restore all functions quickly but if it comes down to two



items, email and accounts payable should be first is what Noah recommends.

But know that each company is different, you should define a recovery path so that when an outage does occur, you know which processes to bring back online, first.

Practice Practice Practice

If you do not practice recovery scenarios, you will be less-prepared for when an outage does occur. And no matter how good your environment is, an outage will occur at some point.

At first, you could test a recovery scenario every Friday with a different application team. Frequent practices makes failover easier and it has the added benefit of making users more aware of the features of their software.

When building out recovery planning be careful of assumptions that may impact your ability to recover your environment. These assumptions could include connectivity, available spare hardware, and employees not being able to be contacted to inform them of the outage.

There is no need to start on the grand scale when it comes to building out a recovery plan. Noah suggests you start small, a single app, and then build your plan and infrastructure outward. And finally, create an audit trail as these are handy to review when preparing for the next practice session.

Additional Information

Download Free Trial: Veeam offers a free trial of its Availability Suite for 30 days that is fully featured.