INTRODUCING
THE NEW RULES OF RECOVERY

It's time to reimagine continuity
for your digital world

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Contents

Introduction

FACT: 66% of CEOs place digital transformation at the heart of their corporate strategies*

IT is going through a massive change driven by technology advancements in mobile, digital, social media and big data. In fact, visionaries and leaders in all industries are driving digital transformation of their businesses at an increasingly rapid pace. This is resulting in an exponential increase in the amount of data generated and a change in how applications are built, deployed and managed both inside the enterprise and in the cloud. Many organizations are realizing that leadership through digital transformation is a key differentiator to obtain a competitive advantage over the competition.

In today's digital world, IT professionals know they are safeguarding more than just data, servers and applications. They are the guardians of their organization's ideas and knowledge, responsible for keeping their business moving – no matter what.

As any IT professional knows, their organization will experience user error, a system or hardware failure, an outage or even a complete disaster at some point in time. Many may have full or partial continuity plans in place, but how many are certain that they can recover critical applications and data in a timely manner that meets business requirements and customer needs?

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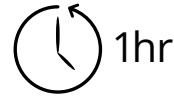
FACT: In 2007 30% of organizations believed they were able to recover from their most recent disruption in less than 1 hour. By 2013 this had fallen to just 2%**

IT professionals are struggling to meet the growing needs and challenges placed on them, thanks to reduced budgets, increasing IT complexity, from managing heterogeneous environments with physical, virtual and cloud assets, an explosion in data volumes to a range of new software defined architectures. As a result an integral component of their mission – backup and disaster recovery – often fails to receive the strategic focus it deserves, even as it is becoming more important than ever.

It is somewhat ironic that digital transformation, virtualization and cloud projects are driving innovation in IT for many companies, but many enterprise still rely on dated and legacy approaches to data protection and continuity.

From Backup and Recovery to Continuity

Unitrends believes it's time to reimagine recovery and take advantage of the available new architectures and technology to transform backup and recovery solution into continuity solutions. IT needs to shift from the traditional approach of backup and disaster recovery to one that focuses on keeping your business running no matter what.

FACT: Forecast rates of growth in next decade**
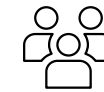
1.5 x IT Staff
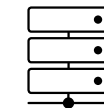
10 x Servers

50 x Data

75 x Files

The narrow, functional, task-based approach of legacy solutions is now a thing of the past. What is required is a new solution-focused approach that delivers real business benefits and meets the challenges of the digital world today and tomorrow. A modern continuity platform that utilizes the potential of the cloud and keeps pace with data growth.

A new approach built on a new rule set.

RULE 1

Downtime is history
– whatever a company's size or budget

The 7 New Rules of Recovery

RULE 1

Downtime is history
– whatever a company's
size or budget

FACT: 91% of IT organizations have experienced downtime over the past 2 years at an average cost of nearly $8,000 a minute*

Downtime incidents are inevitable; hardware fails; people make mistakes; disasters strike. The impact these incidents have on your business is however up to you. Modern continuity solutions mean that companies of all sizes can prevent disruption for their critical applications.

While the cost of downtime varies by industry, the impact can increase cost, harm critical data, reduce productivity, damage equipment, cause legal and regulatory repercussions, harm reputations and even lead to loss of life in some industries. Various industry reports range from an hourly cost of downtime from $100K/hr. to over $1M/hr.

Not all workloads are equal so you need to plan for business continuity and minimize the impact of downtime for all workloads, and completely avoid it for your mission critical applications. It's important to know the cost of downtime and data loss for each of your workloads so you can decide which are the most important and ensure they are protected appropriately.

Knowing your cost of downtime and data loss for each application, you can then determine the required Recovery Point Objective (RPO) and Recovery Time Objective (RTO) for each, and put into place cost appropriate protection for each application. For mission-critical applications,

you may need to protect these with local HA or fault-tolerance servers, plus backup and DRaaS, all checked by recovery assurance technology that regularly test your recovery environments. For important applications that are not mission critical perhaps backup and DR is all that is needed. And for less important applications backup may be sufficient. Above all you need to build your plan to fit your needs and you'll need a continuity solution that is flexible and comprehensive to meet them all.

The Unitrends Connected Continuity Platform meets the needs of any business. We provide the most flexible and comprehensive backup and recovery capabilities in the industry, enabling your organization to recover quickly from a wide range of events locally or in the cloud. Our physical and virtual appliances enable on-premise protection for faster recovery of data or workloads. For example, our instant recovery capabilities allow you to recover lost VMs or Windows application onto our appliance in less than 5 minutes.

We also provide off-site replication of backup data to a public or private cloud, a secondary site or our own Unitrends Forever Cloud, which when combined with Disaster Recovery as a Service (DRaaS), ensures that your business can survive even major disasters.

*Source: Unitrends "Cloud-Based Recovery Assurance"

RULE 2

Recovery should be so easy
even your boss can do it

The 7 New Rules of Recovery

RULE 2

Recovery should be so easy even your boss can do it

FACT: 78% of IT professionals believe the traditional backup administrator role will change significantly or be gone completely in the future*

Remember the days when you had a permanent backup resource? That one guy you could rely on to get things sorted, who knew what to do and when. Well priorities change, budgets get cut and technology evolves so who do you go to now when disaster strikes and you can't find the manual? We believe the recovery manual should be a thing of the past. Continuity solutions should be super intuitive, reducing the time it takes any user to complete tasks however infrequently they touch the continuity solution interface.

The Unitrends Connected Continuity Platform is so easy to use that not only does it significantly reduce the time it takes experienced and inexperienced users to complete tasks, it also leads to a reduction in error rates as users tend to get things right first time and grow in confidence. Its interactive, customizable dashboard allows you to evaluate your protection environment, detect and resolve problems quickly, and rapidly start and track recurring jobs for local and cloud based protection.

In addition, we offer complete confidence in recovery for virtual, physical and cloud environments via our recovery assurance technology that completely automates the testing of your backups and DR configurations at the application level. With recovery assurance you can test as often as you need and have reports proving recoverability delivered directly to your inbox.

*Source: ESG survey

RULE 3

Disaster recovery testing should happen
while you're doing something more interesting

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The 7 New Rules of Recovery

RULE 3

Disaster recovery testing
should happen while you're doing
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FACT: Only 31% of companies test
their Disaster Recovery Plans more
than once a year*

Disaster recovery testing – it's a pain, it's a hassle. It eats up a lot of time just planning it, disrupts the business and can cost thousands. It's no wonder that most organizations only test their DR plans once a year or not at all. But with the growing strategic importance of digital information, the increasing operational dependence on IT and today's rapid rate of change, once a year is never going to be enough.

We agree that running tests and exercises are the best way to ensure preparedness but there should be much more to life than disaster recovery testing. Just imagine how interesting life could be with the capability to automate DR monitoring, reporting and testing, giving you the freedom to do more of the cool stuff. You could focus on that strategic report you need to write, learn a new skill or even spend more time with your family and friends.

With Unitrends Recovery Assurance you can do just that. Working at the application level it not only validates that applications boot and run but also that they are functioning correctly, exercising APIs and that RTO and RPO goals are being met with proof of recoverability in the form of regular reports that you get whenever you want them.

*Source: Unitrends "Recovery Wars: The Data Awakens"

RULE 4

Continuity platforms should eat
ransomware for breakfast

The 7 New Rules of Recovery

RULE 4

Continuity platforms should eat ransomware for breakfast

FACT: 25% of system downtime and data loss is due to a breach in security*

The last few years have seen a rapid upturn in the frequency and severity of ransomware attacks. Organizations of all sizes are vulnerable and it's predicted to get worse, a lot worse.

Increasingly under control of organized crime and becoming a black market business in itself, ransomware of the future is likely to take on more deceptive forms with refined functions in terms of stealth mechanism. A good number of ransomware programs are programmed to hit enterprises because the stakes are so much higher when it comes to losing sensitive corporate data. Knowing that a successful enterprise-level intrusion can wreak tremendous damage in terms of operations and reputation, ransom-takers seek out databases, CAD files and financial data they know to be valuable.

Up to date security, user education and a good backup strategy has traditionally been your best defense as thorough disaster recovery planning can drastically minimize the impact of a ransomware attack. However an increasingly sophisticated ransomware requires a more sophisticated and comprehensive response, to avoid downtime. Simply rewinding the clock to before you were attacked can get your data back, but a full disaster recovery plan will include the ability to get your hacked server back on line in minutes using instant recovery capabilities, while you rebuild your production server.

Unitrends' cloud empowered continuity solutions provide added security by storing a copy of your backups in the cloud, separate and isolated from your production environment. We protect a wide range of operating systems, not just the usual targets that other vendors concentrate on. This is particularly important as many backup solutions are Windows based and as such are equally vulnerable to being encrypted and held to ransom as other applications and workloads. And since Unitrends backup software is Linux based it is far less likely to be affected by ransomware itself. Finally our Instant recovery capability allows us to quickly restore a system on our appliances while your production server is cleaned and restored.

*Source: VansonBourne "Causes of System Downtime & Data Loss"

RULE 5

Don't travel alone
on your journey to the cloud

The 7 New Rules of Recovery

RULE 5

Don't travel alone
on your journey to the cloud

FACT: 49% of IT pros are using cloud-based solutions for continuity and disaster recovery*

More and more organizations are embracing cloud technologies but it's simply not the case of one-size fits all. Some see the cloud as a relatively inexpensive and flexible storage resource, whilst others are building their whole business model around it, with numerous other variations in between. What is clear is that there is no one single journey to the cloud.

So how do you chose a backup, recovery and continuity vendor for your journey? Some vendors provide solutions based on the hyper-scale clouds from Amazon, Microsoft and Google whereas others prefer to focus on the benefits of private clouds or rely on MSP partners to provide cloud offers.

Unitrends is the only vendor that gives you the choice of all cloud options, from small private clouds to purpose built ones through to hyper scale clouds, including Amazon AWS, Azure and Google. Unitrends Cloud provides an integrated cloud solution from a single vendor for infinite

long term data retention. Our DRaaS allows you to rapidly spin-up critical business applications and infrastructure to keep your business running. And with Unitrends you only pay for the amount of data you want to protect, not for the amount of storage that's consumed.

So whatever route your cloud journey takes and however your business evolves, Unitrends will be with you all of the way.

*Source: Unitrends 2016 Cloud Backup & Recovery Survey
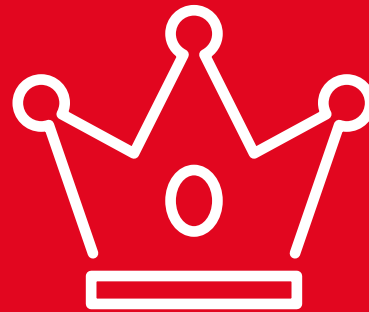
RULE 6

Recovery SLAs do exist
if you know who to ask

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FACT: Unitrends provides guaranteed one hour recovery SLA with Unitrends DRaaS

You wouldn't enter into many contracts without agreeing what you're going to get for your money, and SLAs are particularly important for backup and recovery. Yet many organizations sign up for cloud-based services where the SLAs are no more than soft so that all you're really purchasing is cheap off site storage.

So what's important to look for? Do they guarantee a specific recovery time? Are there any guarantees for uptime? If data sovereignty is an issue for you, can you be certain of where your data is being stored? What service do they provide – 24/7 with a person or phone or email? Are there multiple vendors and are they subject to the same SLAs?

Unitrends believes that customers deserve total confidence in their ability to recover mission critical applications in the time their business demands. Applications and data are made available within specific RTO/RPO times and our cloud solutions can be combined with our DRaaS and Recovery Assurance for spin-up of critical systems for complete disaster protection.

Unlike other cloud providers we offer a physical seeding option to speed up initial cloud set up and we also provide a data shipment SLA (reverse seeding), shipping your data back to you on disks or a backup appliance within 24 hours.

Customer service and support is often overlooked but we believe it's an immensely important part of a vendor-customer relationship. As such we are extremely committed to our customers' success and providing the very best, award winning white glove service.

RULE 7

All workloads matter
(including those on physical servers
some vendors forget you have)

The 7 New Rules of Recovery
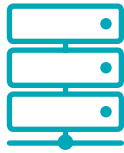
RULE 7

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FACT: In 2016, 75+% of Workloads run virtualized but only 21% of bare metal servers run hypervisors. 79% are dedicated to physical workloads

Virtualization has been embraced by IT for the past decade resulting in a high percentage of workloads running in a virtualized environment. Some statistics indicate as many as 75-80% of workloads run on virtual servers. However, most enterprises still have large numbers of legacy and physical servers deployed that are not virtualized. In fact more servers are dedicated to physical workloads than virtualization even today. And of course cloud is having a profound impact as IT looks to gain agility by moving more and more workloads to it. The cloud and virtualization have allowed for agile production environments and transformed the old stagnant disaster recovery environments based on mirrored physical into a flexible, scalable extension of an overall cloud strategy.

While not all workloads in your organization are equal, they all matter. All workloads, regardless of whether they're running virtual, physical or in the cloud, need to have their data protected and their recovery assured. In today's

24/7/365 world, you need to plan for business continuity in order to ensure you minimize the impact of downtime for all workloads and to avoid downtime completely for your mission-critical applications. Don't accept the answer from vendors who tell you that physical doesn't matter or that you need to talk to someone else to protect cloud workloads.

So if you are a manufacturer, losing your corporate web server for a few hours will be troublesome but it doesn't halt the business completely, but a downtime incident in the Manufacturing Execution Systems software would. However, if you're an online retailer, an enterprise web server stopping will absolutely halt all business and damage your reputation with customers. You need to decide which are your most important workloads and make sure they are protected appropriately, however they are deployed.

The 7 New Rules of Recovery

True leaders set the rules, not stick to them. We are transforming the traditional approach to backup and disaster recovery and developing a new approach to meet the challenges of the digital world today and tomorrow.

A new approach built on 7 New Rules of Recovery:

- **RULE 1:** Downtime is history – whatever a company's size or budget

- **RULE 2:** Recovery should be so easy even your boss can do it

- **RULE 3:** Disaster Recovery testing should happen while you're doing something more interesting

- **RULE 4:** Continuity platforms should eat ransomware for breakfast

- **RULE 5:** Don't travel alone on your journey to the cloud

- **RULE 6:** Recovery SLAs do exist if you know who to ask

- **RULE 7:** All workloads matter (including those on physical servers some vendors forget you have)

Your next step

To discover how Unitrends can help you reimagine backup and recovery for your digital world get in touch now:

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Discover our industry leading products and services

Download a free 30-day trial

Sign-up now and claim your free 30-day, no risk trial of Unitrends' Enterprise Backup Software or Unitrends Boomerang

See the Connected Continuity Platform in action.

Register for a live demo.

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