

The background image shows a scenic view of a bridge, likely the Lions Gate Bridge, spanning a body of water. In the distance, a modern city skyline with numerous skyscrapers is visible across a forested hillside.

Business Continuity and Compliance with Confidence

with Cisco Powered
Disaster Recovery as a Service (DRaaS)





Business Continuity Is Essential

How are you protecting your workloads from a disaster?

In the wake of a catastrophic natural disaster, or a national emergency, what IT business continuity processes do you have in place to ensure critical functions will continue?

When business operations fail, employee productivity isn't the only loss. There are also intangible costs, such as lost or corrupted data, a damaged reputation, and loss of customer confidence. For many companies, losses in revenue can be measured in the millions of dollars per hour.

In information technology, business continuity steps include restoring servers or mainframes with backups, re-establishing private branch exchanges (PBX) or provisioning local area networks (LANs) to meet immediate business needs.

The truth is, everyone hopes they will never have to deal with a disaster. But hope won't keep the business going when your network goes down.

Developing your own disaster recovery strategy is expensive, complex, and time-consuming, especially for something you hope you will never need. Unfortunately, this "never need" mentality can limit resources or delay deployment of a comprehensive disaster recovery plan.

But implementing a weak disaster recovery plan is almost like not implementing one at all. Regular backups aren't enough. Even one failed backup means losing important data. In addition, a backup only copies data. Key sites and applications will still take hours to get back online.

A total data center outage has an average recovery time of

119 minutes,
costing an average of
\$901,500.

In 2010, it was

134 minutes
at about
\$680,700.

Source:
Data Center Dynamics

IT Must Prepare for the Worst

Getting Back Online Isn't Enough.

Consider the Following:

Your organization needs a full disaster recovery strategy in place, tested, and ready to implement. However, there may be barriers, including:

- 1 Lack of resources to develop and implement a comprehensive disaster recovery plan, including people, processes, tools, and sites
- 2 Regional or global data centers, with compliance regulations
- 3 Budget constraints that prevent or delay the building and maintenance of disaster recovery operations and facilities

An effective disaster recovery plan involves much more than just maintaining a secondary data center.

| | | | |
|---|---|---|---|
|  | <h3>Geographic Diversity</h3> <p>To ensure both sites aren't impacted, the failover site must be independent of the site it protects.</p> |  | <h3>Local and Global Compliance</h3> <p>Regulations may require that you keep local data local. Companies with a global presence may need to maintain multiple failover sites to be compliant.</p> |
|  | <h3>Tiered Recovery</h3> <p>Different applications usually need different levels of protection. Mission-critical applications need to be restored more quickly to minimize business disruption.</p> |  | <h3>Testing</h3> <p>It is necessary to verify that your disaster recovery plan works. Mis-managing or neglecting these expensive, but critical, tests can lead to the inability to recover from a disaster.</p> |
|  | <h3>Technology</h3> <p>It is easy to fall behind because technology is constantly changing. Lagging behind in innovation means less protection, more complexity and manual steps than necessary and higher costs.</p> | | |

Protect your Business with Disaster Recovery as a Service

What if you could:

1

Achieve the level of protection your organization needs without the cost and complexity of creating your own infrastructure, tools, and skill sets?

2

Have full confidence in your disaster recovery processes and people, and your ability to recover quickly and completely?

3

Offload disaster recovery to a cloud provider while maintaining compliance and lowering operational costs?

With Disaster Recovery as a Service (DRaaS)

A Cisco Powered service provider takes on the day-to-day details of managing a failover site with personnel who are experts at running it.

Even if a disaster occurs at 3am on a Saturday, a Cisco Powered DRaaS provider will get your business up and running again.

With Cisco Powered DRaaS, you can get out of the business of managing your own failover site and back to focusing on your core business.

The average cost of a critical application failure per hour is

\$500,000 to \$1 Million.

Source: The Real Cost of Downtime – IDC, as reported by DevOps.com



Solving IT Challenges with Hybrid Cloud

By moving your disaster recovery strategy to the cloud, you gain:



Greater Reliability

With DRaaS, you will have access to more data centers and resources, reducing the risk of your services going down.



Increased Flexibility

Tiered protection allows you to determine which site applications and virtual machines are protected. You can protect mission-critical applications in a data center you manage or in one your cloud provider manages.



Ease of Compliance

You can use the cloud to protect your entire network worldwide and maintain local and global compliance.



Access to Expertise and Innovation

A Cisco Powered service provider can put a custom disaster recovery plan in place to meet the unique needs of your business and ensure you stay current with the latest technology.



Reserve Capacity

You can reserve capacity for disaster recovery failover, enabling access to the resources you need during a disaster, even when there may be high demand that limits overall cloud capacity.

Benefits of Cloud Based Disaster Recovery Services

DRaaS gives you reliable disaster recovery for all of your physical, virtual, & cloud environments.



Reduce CAPEX & Shift to OPEX
With cloud-based disaster recovery services, there's no longer a need to build or manage a secondary data center.



Simplified Management
Your cloud provider takes care of all day-to-day details of making sure your systems are protected, freeing IT to focus on your core business.



Predictable Costs
With cloud-based DRaaS, operating costs are consistent and predictable. Leverage a DRaaS provider's data centers and pay only for what you need, when you need it.



Workload Portability
With DRaaS, you can move mission-critical workloads to a secondary data center to prevent outages and maintain business continuity.

DRaaS provides the peace of mind that **your organization can recover from the unexpected** along with other benefits from the cloud.



Ongoing Testing
Regular testing provides peace of mind and proof that your disaster recovery plan is ready, without having to interrupt your business operations.

The DRaaS Advantage

With Cisco Powered DRaaS, you get:

A Proven Architecture

Built on proven architectures that have been validated by Cisco to deliver superior performance, security, and reliability.

Expertise

Cisco Powered DRaaS service providers have made the investment to become the experts in protecting organizations in the event of a disaster.

Guaranteed Resources

You can guarantee capacity to make sure your mission-critical operations are up and running as quickly as possible.

Partial Failover

Sometimes only a portion of your network is impacted by a disaster. A Cisco Powered DRaaS provider can recover only those parts of your network that are down and need to be restored.

Granularity

Work with individual virtual machines giving you tremendous flexibility. Instead of having to failover an entire server, you can leave unaffected virtual machines in place.

Greater Simplicity

When your DRaaS service is also delivered by your IaaS provider, this simplifies every aspect of your business, including billing, customer service, and your day-to-day operations.

Faster Recovery

Virtual machines that are dependent upon each other are grouped. This enables these virtual machines to be brought up in the right order. The result is highly automated recovery.

Performance

Meet or exceed the performance of on-premise solutions with a Cisco Powered disaster recovery solution.

Not All DRaaS Offerings Are Created Equal

Commodity-based services are typically hindered by cloud architectures that limit flexibility and workload mobility. They provide best-effort performance and may offer insufficient SLAs. Often security, compliance, and data privacy are inadequate as well.

The Cisco Powered DRaaS Advantage



The success of your business depends on the reliability of your IT solution. That's why Cisco provides Cisco Powered services. Built on Cisco reference architectures, only a Cisco Powered DRaaS solution offers:

- Enterprise-class performance & reliability
- End-to-end security
- Independently validated scalability
- Reliable SLAs
- 24x7 support
- Ongoing innovation

Cisco Powered DRaaS services are offered only by cloud providers who have proven to be the best in the industry. Each provider undergoes a comprehensive partner certification process. In addition, their solution must pass a rigorous third-party audit to verify that they can deliver as promised.

Cloud the Way You Want It

For organizations wanting a choice of services with compliance and control across clouds, you can extend the reach of your Cisco Powered DRaaS solution through the Intercloud with Cisco Intercloud Fabric™ for Business.

The Intercloud is the only globally connected network of clouds enabled by Cisco and the Cisco partner ecosystem. With Cisco Intercloud Fabric for Business, you can access the Intercloud to:



Build

a highly secure hybrid cloud

Simplify

bridging between different cloud architectures

Experience

flexible workload placement between your private cloud and public clouds

Extend

your IT capabilities with consistent network and security policies

Enjoy

local presence for data sovereignty, privacy, and security

Deliver

a uniform user experience across your entire organization



Getting Started with Cisco Powered DRaaS

Ready to protect your organization 24/7 from the unexpected with a Cisco Powered DRaaS solution?

Need help building out a comprehensive disaster recovery plan?

Find a Cisco Powered services provider who can help you understand how the cloud and our Cisco Powered Disaster Recovery Services will enable business continuity and strengthen your IT cloud strategy:

<https://marketplace.cisco.com/cloud>