

Business continuity & data recovery

Processes and tools that protect, restore, and keep your operations running during unpredictable events



Downtime is inevitable.

Several factors and outside circumstances, like natural disasters, can cause apps to go offline without notice.



Downtime causes tangible impact to business.

When apps are down services become unavailable to organizations and customers.



BCDR can mitigate losses.

Outages may be permanent, and proper BCDR planning not only ensures that business can continue operating but that data is not permanently lost.

BCDR challenges



Business Continuity



Roadblocks



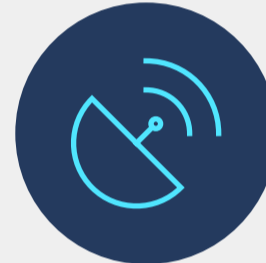
Complexity of protecting data and applications



Too much data, often with insufficient protection



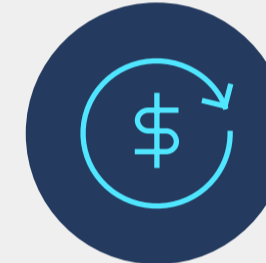
Long data-retention requirements



Time-sensitive media management



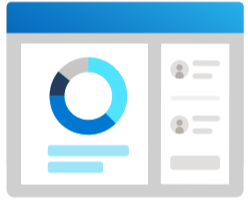
Untested disaster recovery and decreasing recovery confidence



Higher costs as data size and number of virtual machines increase

High Availability, Disaster Recovery and Business Continuity

Failure event protection options across the recovery and restoration category.



High Availability (HA)

Distribution of an application or workload across a redundant physical or virtual infrastructure. Prevents impact to uptime if one or more nodes should fail.



Disaster Recovery (DR)

A combination of tools, backups, replication and asynchronous processes used to recover workloads. Limits data loss across multiple Azure regions during a catastrophic event.



Business Continuity (BC)

The process, tools and architecture built on top of DR. Ensures continued uptime of critical business services during a catastrophic event.



Backup: Operational restoration processes used in the event of failure. A low-fidelity DR solution when combined with geo-replication.

Why do customers need to protect their IT estate?

Data corruption and deletion

Outages and natural disasters

Compliance

Ransomware

Why BCDR matters for your business



\$590M
Reported ransom paid CY21*



\$11.6k/min
Average cost of downtime for large enterprises**



66%
of businesses had some sort of outages in past 3 years***



*Source: <https://www.marketsandmarkets.com/Market-Reports/cloud-storage-market-902.html>
 ** Source: Webtribunal <https://webtribunal.net/blog/data-loss-statistics/>
 ***Source: Uptime institute report 2021 Data Center Industry Survey Results - Uptime Institute