



SHOULD YOU IMPLEMENT DISASTER RECOVERY IN THE CLOUD?

The cloud has been adopted in almost all aspects of business to add agility, performance and efficiencies.

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One of the last hold outs, however is disaster recovery (DR). Should you trust your DR to the cloud? As organizations become increasingly overwhelmed with data from the adoption of IoT in addition to more traditional big data applications, DR is becoming imperative because the loss of this data and related down-time could cause irreparable damage.

According to the Bain study, more than 90% of current customer demand for cloud comes from replacing or upgrading existing, non-mission critical applications and from the creation of new digital businesses. As more and more organizations are becoming more data driven, they are considering the practicality of moving more mission critical data and the recovery of all of that data to the cloud. Disaster recovery is the next cloud computing frontier to be conquered. Moving disaster recovery to the cloud can deliver efficiency, scalability and agility. And, in addition to that, cloud DR can provide a stronger offense against cyber attacks through better visibility, tighter security and cross platform management.

This is now becoming an option for businesses of all sizes because of the performance, efficiencies and cost savings to be had from cloud-based DR. As with any mission-critical IT function for your business, it is often best not to try to do it yourself but to work with the experts who have done this before and can make all of these benefits available to you.

Cloud-Based Disaster Recovery on the Rise

Until recently, disaster recovery didn't get the attention it deserved because the high cost and complexity of having to set up duplicate data center facilities made it out of reach for many companies. Many organizations don't even see the benefits of disaster recovery until a disaster occurs and they are left with data loss. IDC estimates that 50% of organizations, may not be able to survive a disaster because of their inability to recover their systems.

"At the same time, business units may not be aware that an adequate plan does not exist and assume that operations would be restored promptly under any circumstances," IDC states.

The data breach and cyber attack news that are in the headlines on almost a daily basis has increased awareness of the risks involved in not having an appropriate DR system in place. Many companies experience a type of sticker shock at the cost of traditional disaster recovery. This must be weighed, however, against an estimate of how much an incident would actually cost your organization when it comes to downtime, remediation costs and much more.

IDC research says that the average cost of downtime is about \$100,000 per hour; although it can go as high as \$1.6 million per hour for some organizations.

IDC also revealed that most organizations experience between 10 to 20 hours of unplanned downtime per year, even without a disaster occurring. And in addition to that, recovery from a disaster could take days, maybe even weeks, without an adequate plan in place.

Even with all of this evidence of the need for DR, many companies have avoided it – until now. The cloud can be leveraged to enable organizations of all sizes to experience fully equipped disaster recovery solutions for a fraction of the cost of traditional DR.

The three main benefits of powering disaster recovery in the cloud are outlined below:

Conservation of Resources

Companies that decide not to go the cloud route can either set up a duplicate data center on their own or enter into a hosting arrangement with a third-party data center. When using the cloud for disaster recovery, you do not have to go to the expense of setting up duplicate data center facilities that sit idle most of the time, waiting for a disaster to occur. Cloud-based DR is much more affordable because it doesn't require a huge up-front capital investment.

Quick Response

Using the cloud also means that organizations can respond to a disaster within a matter of minutes. Your organization will be able to recover from a disaster within the cloud itself, using cloud orchestration tools to automate the in-cloud recovery process from end-to-end.

Without such tools, recovering from a disaster means scripts and intense manual intervention is required in order to hit critical DR service level agreements. Many times, when a disaster occurs, organizations will find that their data is actually not as recoverable as they thought.

DR in the cloud means that you don't have to do a total restore of all of your data immediately. Recovery can be limited to critical data only, further reducing costs.

Flexibility

DR in the cloud uses a pay-as-you-grow model which makes for cost reduction because you can choose which data will be recovered in the event of a disaster or cyber attack. You only pay more when you need more storage.

MSP + Cloud = The Ideal DR Solution

Why the need for an MSP? Organizations can't just set up a disaster recovery plan and walk away. Disaster recovery solutions need to be tested regularly to make sure they can meet your objectives. Many organizations have trouble managing the day-to-day responsibilities of their cloud disaster recovery solution in-house.

Often, organizations will not have the budget to build a full-blown solution on their own and they will start to use multiple point solutions that are inefficient and costly.

In addition to not having the budget, many organizations don't have the man-power to manage and execute the solution when the time comes with 24/7/365 coverage.

Organizations are turning to Managed Service Providers (MSPs) for cloud backup and disaster recovery services to help them conquer these challenges. An MSP will be able to manage your backups and disaster recovery for you, 24/7/365, for less complexity and a much quicker response when a disaster strikes. It is important to choose an MSP that is backed by a leading-edge operations center that will handle the monitoring, verifying, scheduling, testing and troubleshooting of your backup and recovery solution.

This will give you the peace of mind that your environment will always accurately recover because of regular simulated tests to ensure accuracy and pin-point flaws.

An MSP can help you conserve resources, respond quickly and experience flexible and agile disaster recovery by taking advantage of all that the cloud has to offer, including:

Cost Efficiencies

Cloud disaster recovery enables organizations to eliminate the need for additional data center space. While it is great to eliminate the upfront costs of a pricey data center, what happens if your backups get infected with ransomware? It is important to have your data stored in more than one place. An MSP can store application and snapshot backups locally, while also storing backups in a secure, remote data center for quick and easy recovery. With this model, you can eliminate large upfront capital investments and still protect your environment to the fullest.

Round the Clock Monitoring and Response

An MSP can have a team of first responders available 24/7/365 to use at your disposal. When a disaster occurs, they will be able to get your environment back up and running with minimal downtime from end-to-end. The full-time coverage that an MSP can provide is crucial when it comes to disaster preparedness. Many times, organizations have returned to work in the morning with a mess on their hands and hours of downtime causing loss of productivity and major costs. A 24/7 staff is able to help you day or night, weekends or holidays, in the wake of a disaster.

Scalability

The cloud offers a flexible and agile environment for disaster recovery because of its ability to scale up or down with demand. You are able to minimize hardware "lock-in" because the MSP will host your data in their data center. This also enables your team to free up time to work on revenue-generating projects, rather than designing and implementing DR strategies.

DR in the cloud provides organizations of all sizes with many performance improvements, efficiencies and cost savings. With one vendor providing it all, end-to-end, you will eliminate the finger pointing which is common between vendors deployed in your DR infrastructure.

About Magna5

Magna5 is a nationwide provider of network services, unified communications, infrastructure technology and managed services.

By bringing together enterprise-class platforms from the leading providers and a 24/7/365 Operations Center, Magna5 has the unique ability to leverage leading software, carrier diversity and customize solutions that drive value to customers and vendors alike.

In working with private and public businesses of all sizes, from government agencies to manufacturing organizations, small businesses and large-scale operations, we believe that focusing on the needs of our clients through a boutique approach to customer service is key. With more than two decades of experience in the telecommunications and managed services industry, we've acquired the experience to understand the needs of your organization, the changing landscape of providers and diverse technologies to deliver targeted, strategic solutions that make a difference.

Whether you need voice solutions, managed services, security services or are looking to move to cloud-based infrastructures, Magna5 helps your business make smart connections.



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