Mind the Gap!

Every business wants to protect its operations from downtime and loss of data. But today, there are more applications, systems and data to protect than ever before. To put it simply, business—and the technology that supports it—is evolving too fast. Like many, you may find that you lack the time and resources to adequately extend Disaster Recovery (DR) to safeguard all aspects of your organization. As a result, gaps in DR coverage put your business at risk.

**Without Cloud-based DR, DR costs burden business like:**

- 1 in 4 never test their DR plans
- 43% are getting started with cloud to improve their DR capabilities

**With Cloud-based DR, Cloud-based DR Improves Business like:**

- 1 in 4 say recovery took up staff time and negatively impacted the business
- Average downtime for data backed up in the cloud is 2.1 hours—compared to 8 hours onsite
- 75% of total revenue and productivity is the cost of downtime for the average business
- Government agencies reduced DR spend by 50% after switching to cloud backup
- 1 in 10 organizations indicated damage to business reputation after data loss
- 70% of SMBs go out of business within a year of data loss
- 72% of enterprise companies and 93% of mid-market businesses will pursue a cloud strategy by 2015

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**DR Gaps Increase Business Risk Cloud-based DR Improves Outcomes**

<table>
<thead>
<tr>
<th>DR</th>
<th>COVERAGE</th>
<th>31 of companies lost 1 or more critical applications, VMs or data files for hours at a time</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOVERY</td>
<td>FASTER</td>
<td>Eliminates secondary or tertiary data center investments and ongoing maintenance = cost for 1 hour of downtime for the average company</td>
</tr>
<tr>
<td>OVERALL</td>
<td>COST SAVINGS</td>
<td>ENHANCED RELIABILITY</td>
</tr>
<tr>
<td>DATA</td>
<td>CUSTOMER</td>
<td>DR</td>
</tr>
<tr>
<td>ELASTIC</td>
<td>CLOUD COMPUTE &amp; STORAGE</td>
<td>47% of executives lack the skills necessary to adequately plan for and test DR</td>
</tr>
<tr>
<td>PREPAREDNESS</td>
<td>DR READINESS</td>
<td>21% of executives lack the skills necessary to adequately plan for and test DR</td>
</tr>
<tr>
<td>EASIER</td>
<td>DR READINESS</td>
<td>36% of executives lack the skills necessary to adequately plan for and test DR</td>
</tr>
</tbody>
</table>

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**Bridge the Gaps in DR VMware vCloud® Air™ Disaster Recovery**

- Recover critical applications in the cloud and provide the protection and resiliency your organization needs with VMware vCloud® Air™ Disaster Recovery.
- Revive your business and your bottom line
- 40% of businesses will pursue a cloud strategy by 2015

**Sources:**

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**PROOF TO THE PULSE**

It’s a no-brainer to use vCloud Air Disaster Recovery. It’s as simple as turning it on.

—Patrick Tickle, Executive VP of Products – Planview

For more information on vCloud Air for Disaster Recovery, visit: vcloud.vmware.com/protectyourapps