



# Public Cloud Strategies for Protecting Your IT Infrastructure

An Excerpt from the VMware Guide:  
*Modernize Your VMware Data Center in the Public Cloud*

VMware customers—and their infrastructures—are under unprecedented pressure, and many are turning to the public cloud to keep the exploding data and associated applications performing and protected to meet the needs of the business.

Extending your on-premises data center to the public cloud for reliable, cost-effective disaster recovery is a savvy strategy no matter where you are on the path to cloud adoption. It's both a logical starting point and an opportunity to further IT architecture modernization efforts.

Yet, architecting and rolling out a cloud-based solution can feel like a daunting task, and plans can quickly be derailed or delayed due to the misconceptions about the types of cloud-based disaster recovery solutions, and their ability to ensure full failover and quick recovery should disaster strike. If you are running a VMware vSphere®-powered data center, then you can modernize your infrastructure with VMware vCloud® Air™, the ready-to-run public cloud built on vSphere.



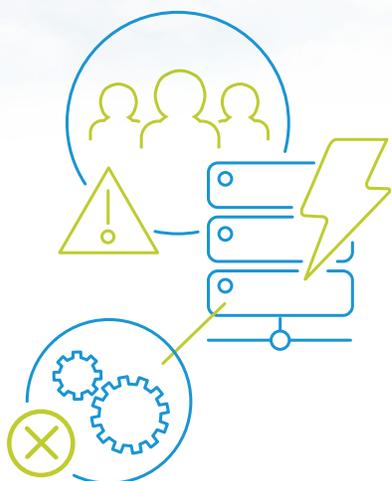
According to IDG Research Services\* **ease of deployment and management is the top driver for cloud-based disaster recovery** for 75% of businesses surveyed.

Source: Market Pulse Survey, IDG Research Services, March 2015

This excerpt, from our guide *Modernize Your VMware Data Center with the Public Cloud*, provides vSphere users with the facts you need to understand how to best leverage the cloud to protect your IT infrastructure.



Download the [full guide](#) for more insights, resources, and practical advice on other opportunities to leverage the public cloud to modernize your data center.



**Picture it.** The disaster you thought would strike someone else's data center has somehow set its sights on yours. Instead of the compassion you normally feel for the other organization that was hit, you're wrestling with your own acute feelings of pain and suffering.

It is likely that the always-on applications your organization relies on are not running as they should, and as a result, your phone will not stop ringing. Perhaps the technologies that process transactions like order entry, payment acceptance—and maybe even your paycheck—have gone offline, and now you are going out of your mind with panic and grief.

You don't want this story to be about you, so it's important to have an infrastructure protection solution in place that replicates your complete production environment.

Many IT architects assume they cannot safeguard their complete IT infrastructure because it will be too expensive or too complicated to implement and manage. Or, they may find it too hard to convince decision makers that the need is just as important as revenue-generating investments. As a result, some smaller organizations rely on the hope that disaster won't strike, while others implement a cheap public cloud backup solution rather than a comprehensive disaster recovery strategy, and never test that solution's ability to deliver. Less risk-tolerant enterprises, who need to meet industry compliance requirements, resort to wrestling with a hodgepodge of traditional disaster recovery solutions that they source from a variety of vendors. These solutions are so complex and costly to implement, manage, and test that they are only made available to the tier 1 applications deemed to be most critical.

Public cloud-based disaster recovery solutions came on the market to right the wrongs of backup-only solutions. With a 'pay-as-you-grow' consumption model and an ability to provide near real-time data center replication, they can provide a flexible yet comprehensive protection solution that can scale up or down based on needs and budget.

Whether you have no disaster recovery plan in place at all, or you are relying on a co-location facility that will not let you quickly spin up a clone of your production environment, the public cloud can provide a great solution for cost-effective infrastructure protection.

#### **Not All Public Cloud Disaster Recovery Solutions Are Created Equal**

Disaster recovery solutions are similar to insurance: If you are using them, then something has gone wrong. When you do have to use them, you expect them to fully right that wrong. For example, say you have a car with an automatic transmission. If it is stolen and your insurance company's replacement has a manual transmission that you do not know how to drive, you still can not get where you need to go. Sure you could learn, but it would take time and effort that you likely do not have. So your problem really has not been fixed.

Similarly, while most public cloud-based disaster recovery solutions address the need for complete failover, their proprietary architectures are not the same as the one you started with, which can make for a far longer and more laborious recovery.



### **Protect Your Investment with Public Cloud Solutions**

Cloud-based disaster recovery is the top strategy for companies with no plan in place. **More than 80% of survey respondents** in a 451 Research survey indicated that the ability to protect all their data and applications, not just some of them, is the primary benefit of cloud-based disaster recovery.

Source: *Drivers for the Growing Adoption of Cloud-Based Disaster Recovery*, 451 Research, January 2015

## Protect Your vSphere Environment with a Solution Based on Insight, Not Hindsight



### Do This:

Protect your investment in vSphere and other workloads with one solution that covers data center replication and cloud-to-cloud disaster recovery.



### Not This:

Choose a disaster recovery solution that requires new tools and still doesn't safeguard all of your infrastructure investments.

As a VMware customer, you have much invested in your disaster recovery data center. What you need is a cost-effective and seamless solution for disaster recovery that replicates your environment in the way it was designed—and one that can be brought online and managed using the tools you use every day. Most customers want a solution that will not only protect the investments they've made, but also the investments they will make. Like you, they don't have the time, money, or desire to change their architecture in order to keep it safe. Fortunately, they don't have to. And neither do you.

### VMware Public Cloud Infrastructure Protection Solutions: *Simple, Low-Cost Failover and Recovery to and from the Cloud*

The reason you invest in disaster recovery solutions is to ensure you can recover all of your applications and data when needed, and do it fast. Unfortunately, incompatible architectures between your replicated workloads and your standby site can compromise recovery time objectives (RTOs) and recovery point objectives (RPOs). The worst time to discover an incompatibility or an inconsistency between your production and failover environment, and realize you need to re-factor or redesign an application, is during an outage. This is why you need a disaster recovery solution that is 100% compatible with your on-premises vSphere environment and uses the same management tools and skillset as your production data center.

If your vSphere disaster recovery solution is cost-prohibitive, complex, or even non-existent, then VMware can help. VMware vCloud Air Disaster Recovery provides a warm, standby disaster recovery site where vSphere workloads and data are replicated on a continual basis to avoid sustained application downtime in the event of a disaster. You also can combine vCloud Air multi-tenant or dedicated Infrastructure-as-a-Service offerings for additional cloud backup and disaster recovery.

Built on the trusted technology of vSphere, vCloud Air Disaster Recovery allows you to protect your existing investment with a portfolio of options to cover backup and disaster recovery in virtualized or non-virtualized infrastructure.



### Keep Going

Ready to learn more about how vCloud Air can help you modernize and protect your infrastructure?



#### [Implementing Simple, Affordable Data Protection with Disaster Recovery in the Cloud](#)

Learn more about how vCloud Air provides an easy way to get started with an effective disaster recovery in the cloud plan—without having to purchase hardware, hire and train new specialists, or invest in a secondary physical site.



#### [VMware vCloud Air Disaster Recovery](#)

What is your plan for Disaster Recovery? In this hands-on lab, you will leverage VMware vCloud Air as a Disaster Recovery target. Failover, reverse failback, point-in-time recovery, automate with vRealize Orchestrator, all using your vSphere Web Client. See how powerful this solution can be. No installation or credit card required.

# VMware Public Cloud Vision

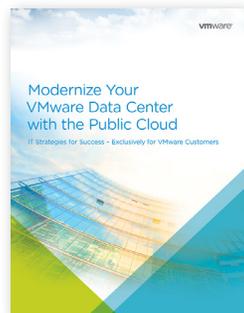
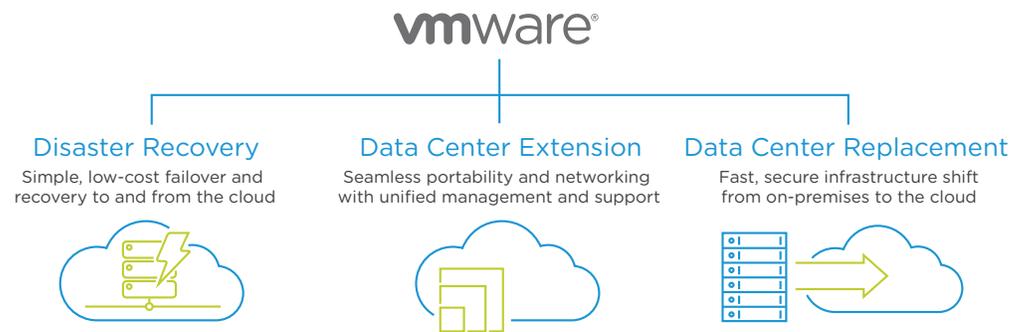
The explosion of data, mobile devices, and consumerization of IT have placed unprecedented pressure on IT resources. The cloud is no longer optional, it is a necessary component in delivering the agility and enabling the innovation required to remain competitive in today's market.

Digital innovation is in large part driven by applications and their associated digital processes. These applications can take and fulfill orders, provide support to customers, manage sales, and analyze and deliver data insights by extracting and linking data and intellectual property from multiple applications and locations into a streamlined process and experience. Connected applications depend on organizations being able to extend existing infrastructure and application services beyond their data centers, while delivering against the rigorous requirements of security, compliance, reliability, and performance.

VMware vCloud Air is the ready-to-run public cloud built on vSphere that enables our customers to modernize their infrastructures and protect, extend, and replace on-premises vSphere workloads. Because vCloud Air is built on the solid foundation of vSphere, customers can quickly and securely take advantage of the core benefits of a true hybrid cloud platform, while extending and maximizing existing IT investments into the public cloud—any application, no changes.

## Modernize Your Data Center with VMware vCloud Air

Here are some IT projects to get you started:



## Get the Full Guide

Learn more about the opportunities that the public cloud offers for disaster recovery, data center extension, and data center replacement.

Plus, get more resources, tools and access to success stories from VMware customers.

[Download](#) the guide now.

