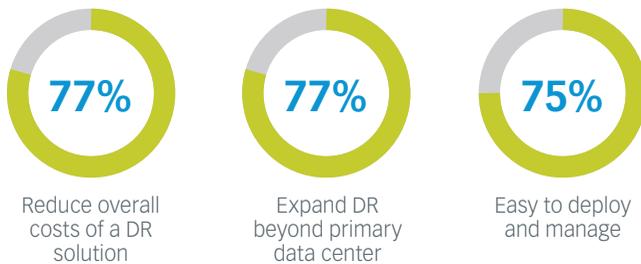# Cloud-based Disaster Recovery is Earning the C-Suite's Attention

AS ENTERPRISES DEPEND MORE AND MORE ON TECHNOLOGY TO CONDUCT BUSINESS, operational continuity increases as a priority for C-level executives. Their motivations are simple: to ensure against possible loss of productivity and revenue, and be prepared for any operational disruption.

IDG Research recently polled C-level executives to gain insights on current strategies for business continuity, specifically on disaster recovery (DR) planning. The results showed DR is a priority, especially around adopting a cloud-based DR solution, which is emerging as an attractive option to consider versus a traditional software and hosted method for protecting company data and applications.

The top two main factors motivating this shift to a cloud-based solution are reducing costs and expanding DR coverage.

WHAT'S MOTIVATING C-SUITE INTEREST IN CLOUD-BASED DISASTER RECOVERY?

77%
Reduce overall costs of a DR solution

77%
Expand DR beyond primary data center

75%
Easy to deploy and manage

Source: IDG Research, 2015

When it comes to evaluating cloud-based disaster recovery solutions, cost is also among the top three considerations, but other aspects are just as important.
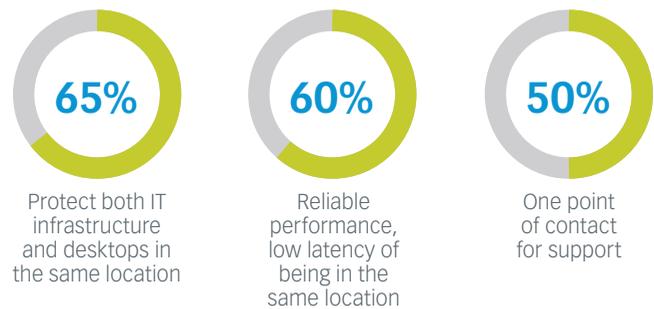
C-SUITE PRIORITIES FOR DR SOLUTIONS

44%
Solution reliability

41%
Pricing

38%
Infrastructure compatibility

Source: IDG Research, 2015

Along with an infrastructure level of protection, organizations are considering additional layers, like desktop, for operational continuity. Eight-five percent of polled C-level IT leaders consider using the same vendor for infrastructure and desktop DR, as the advantages for them are clear.

WHY USE A SINGLE VENDOR?

65%
Protect both IT infrastructure and desktops in the same location

60%
Reliable performance, low latency of being in the same location

50%
One point of contact for support

Source: IDG Research, 2015

85% of polled C-level IT leaders consider using the same vendor for infrastructure and desktop DR, as the advantages for them are clear.

When IT leaders consider their DR plans, whether reassessing or expanding existing plans, or starting from scratch, 43% say they're considering cloud-based disaster recovery, indicating a shift in DR planning to the cloud to protect their environments.

To learn more about the trends and adoption of cloud-based disaster recovery, download the whitepaper, "Cloud-Based Disaster Recovery Among Top IT Priorities," at **www.vmware.com/go/drsurveypaper**.

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