

Disaster Recovery

Any Way You Want It

People like you told Forrester¹ their **No.1 IT priority**

is upgrading Business Continuity and Disaster Recovery (BC/DR) capabilities.

Typically, they manage more than **100 servers, desktops and laptops**

producing 40TB of new data every year.²



SECTION 1

Reasons why being prepared for disaster is a must



43% of companies that experience disaster NEVER reopen.³



Almost 1/4 of smaller and midsize businesses have no offsite backup in place today. More than 1/2 are still relying on physical backups by tape or disk.⁴



87% of businesses say failure to recover data would damage business, 23% say it would be "disastrous".⁵

Now, you can get Disaster Recovery (DR) solutions that are simple to implement and manage and cost effective to procure and operate.

SECTION 2

Reasons why cloud-based Disaster Recovery is better

The challenges of traditional DR

The benefits of cloud-based DR

- Expensive**
Requires duplicate infrastructure and management silos
- Complex**
Manual processes, time consuming, highly skilled staff
- Unreliable**
Error-prone and untested

- Cost Effective**
Hardware and application agnostic
- Automated**
Simple to manage, no manual intervention
- Reliable**
Frequently tested without disruption

SECTION 3

2 Disaster Recovery solutions for your business needs

1 On-premises Disaster Recovery

With VMware® vCenter™ Site Recovery Manager™ you'll retain full control of DR operations with a private cloud, on-premises solution.

3 reasons it's right for you

- You want to use your own data center for DR
- You want to use storage array-based replication
- You need synchronous replication or a recovery point objective of less than 15 minutes

5 benefits

- Centralized recovery plans
- Non-disruptive testing
- Automated DR failover
- Planned site migrations
- Automated fallback

2 Disaster Recovery-as-a-Service

Maintain complete control of your environment on premises with a private cloud, while using the public cloud for targeted disaster recovery using a DR-as-a-Service model.

3 reasons it's right for you

- You want to eliminate the cost of extra disaster recovery sites
- You need to avoid CAPEX costs
- You'd like protection for tier 2 and 3 applications

5 benefits

- Best of both worlds - maintain IT control and use public cloud for targeted DR
- Pay-per-use pricing model
- Pay for DR through operating budget
- Economies of scale with shared cloud resources
- Lower overall solution cost

Discover the flexible, cost-effective way to great protection for your business-critical information.

Download our trend brief - Disaster Recovery: Any Way You Want IT »

1 Forrester Research, "Forrester Budgets and Priorities Tracker Survey, Q2 2012"
 2 The Acronis Global Disaster Recovery Index 2012
 3 McGladrey and Pullen. From Disaster Recovery: Any way you want it
 4 Acronis Global DR Index 2012
 5 InformationWeek, "IT Downtime Costs \$26.5 Billion In Lost Revenue," May 24, 2011