

# Transforming the Information Infrastructure: Build, Manage, Optimize.

#### **FALL 2011**



# **RECOVERY AS A SERVICE**

Cloud-based real-time server replication BC/DR models for the SME market.

October 10, 2011

#### Joshua Geist CEO & Founder of Geminare Recovery as a Service Enablement

www.geminare.com Twitter: @CloudRecovery



A quoted technology expert, Joshua's focus is to help **partners** establish leadership in the Cloud Recovery as a Service (RaaS) space by offering leading-edge, on-demand services that provide the best value for the Small to Medium Enterprise (SME) market.

Joshua holds a degree in Applied Physics and Computer Science from the University of Western Ontario.



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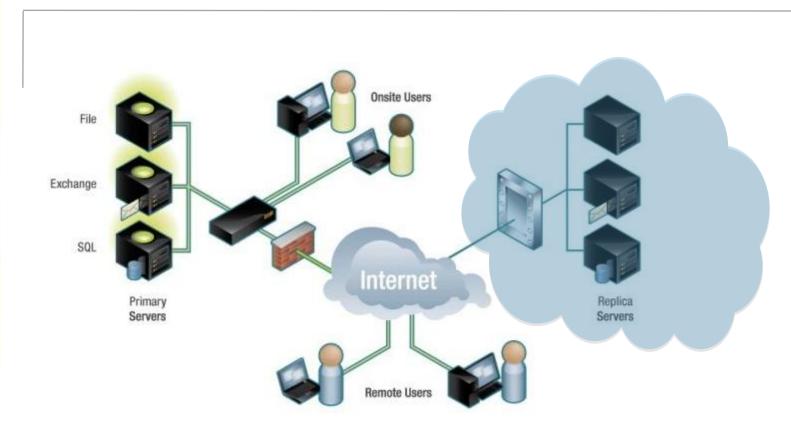


# Cloud-based Recovery as a Service is changing how we do business

- Defining Recovery as a Service
- Disaster Recovery Options
- How the Cloud has transformed the DR Market
- Shifting BC/DR Economics
- Market Leaders
- Customer Use Case



## What is Recovery as a Service?



# Recovery as a Service (RaaS) is about shifting the recovery role to the cloud provider



## Industry Standard BC/DR Classification

Tier 7: Cloud-Based Server Replication	<ul> <li>100% data integrity / zero data loss</li> <li>Complete application availability</li> <li>State-of-the-art hot site integration</li> </ul>
Tier 6: Data Integrity (Hardware Duplication)	<ul> <li>no data loss, significant mirroring of data hardware, no application awareness</li> </ul>
Tier 5: Transaction Integrity (Request copy)	<ul> <li>limited data loss, specific transactions and applications</li> </ul>
Tier 4: Electronic Vaulting (Archiving)	<ul> <li>some mission-critical data archived, less data re-creation required, less data loss</li> </ul>
Tier 3: Point-in-time copies (Online Backup) Mass Market Today	<ul> <li>several hours of data loss, no application availability</li> </ul>
(Online Backup) Today Tier 2: Backup with hot site	availability



# RaaS Options in the Market

#### Business Continuity

(Server Replication)

Disaster Recovery (Virtual Server Rapid Recovery)

Data Backup

No Protection (Tape Shuttling)



#### **Cloud-based Server Replication**

Mission-critical protection. Real-time data replication with Failover and Failback in minutes.



Failover measured in hours, Failback manual process in hours.





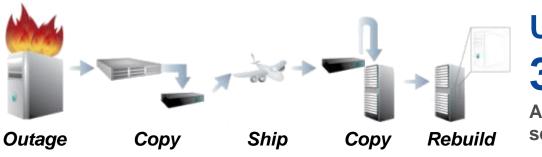
No Failover ability, approximately 3-5 days of downtime.

No Failover ability, real data loss, approximately 5+ days of downtime.



## Differentiating BC and DR for Data Protection

#### **Traditional Imaging Solutions**



# Up to **36 hours**

Approximate time to server availability

#### **Cloud-based Server Replication [Tier 7]**





## Why is RaaS Important Now?

#### The Future of RaaS

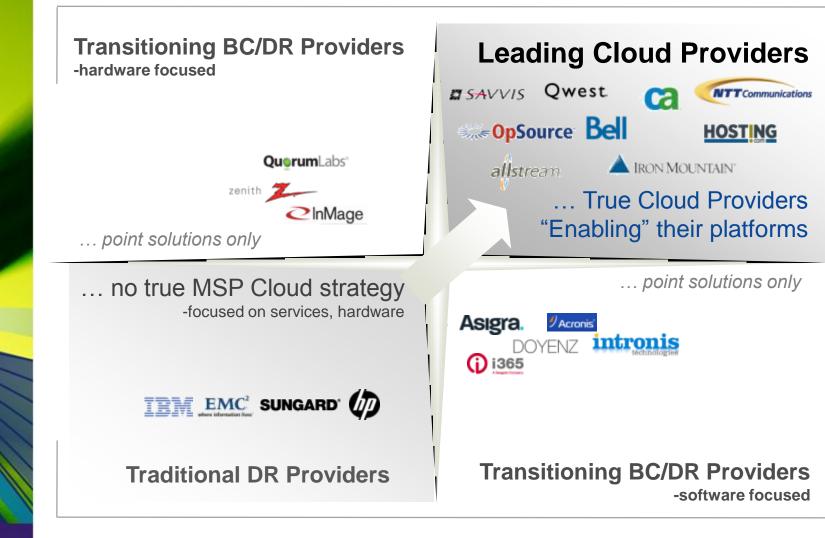


By 2014, 30% of midsize enterprises will have adopted RaaS for supporting IT operations recovery.

Gartner Symposium/Itxpo, June 2011



# How is the Market Reacting and Transforming?





### Market Options and Leaders – that didn't exist 12 months ago!



#### 📥 Iron Mountain° **Virtual Server Rapid Recovery for** LiveVault ENABLED BY GEMINARE LEVERAGE YOUR EXISTING IRON MOUNTAIN LIVEVAULT® DATA PROTECTION SERVICE WITH COST-EFFECTIVE RAPID RECOVERY OF YOUR PRODUCTION SYSTEMS TO A SECURE CLOUD ENVIRONMENT. FEATURES OVERVIEW Instant availability of a standby r Reliable backup technologies are critical to each and every business. However, during an outage business grinds to a halt regardless of how the data is protected or when the last backup occ. The tasks involved in recovering a Windows or Linux system following an outage are usually ready server for data recovery Advanced always-on network monit resource-intensive and complex, and the time required to rebuild a server before any data can & alerting syster even be restored is often measured in days. This typically leaves users scrambling to find alternate Automated Recovery Wizard that gu Long View GLUUL Long View OnDema Long View OnDemand: Continuit **OnDemand Continuity** Predictable. Secure. Access Anywhere. Business As Usual. Qwest Real-Time Elements Downline Risks with a Low-Cost, Cloud-Based Service TURES radional costs of eliminating dangerous application

interruptions and data loss can be prohibitive even shaugh such events advenutly affect your bestern-line. Fortunately, with Qweet's Reel-Time Application Recovery solution. tage a shoul-based recovery and contract

ion Recovery utilized an

- Patient and Application Support Statistic Architecture
- Rapid Deployment
- Onto Security Contraint
- Fallower and Bacowary Capability Test and Access Activity Reporting 24/7 Real Time DR Testa
- Secure Remote Access On-line Statistical and Status Reporting
- 24T Support



## How Traditional Providers Address DR Protection

### Traditional vendor model approach:

- Hot site facilities
- Preconfigured service packages
- Standby server shipped in 48hrs
- Consulting services
- Onsite Hardware Requirements
- Manual DR Failover





# Why is this Massive Shift Happening?

### .. because Cloud models are about:

- Flexibility
- Anywhere, Any Time Access
- Scalability
- Automated Recovery
- Ease of Use
- Affordability



# Shifting BC/DR Economics

### Typical In-House Solution

\$286,000

(5 servers for 3 years)

Data Center Costs (1/2 rack @ \$700/month x 36 months)	\$25,200
Data Center Power	\$10,800
Servers	\$10,000
Warranty	\$ 8,000
Network Equipment	\$ 5,000
MS Windows Licenses	\$ 5,000
Replication Software	\$40,000
Application Software Licenses	\$20,000
Software Maintenance (20%/yr x 3yrs)	\$36,000
Bandwidth	\$36,000
IT Staff – 30% of Headcount	\$60,000
Professional Services	\$30,000
Total Cost to Build (~\$1,600/server/month over 3 yrs)	\$286,000



# Shifting BC/DR Economics

### Typical Cloud-based Solution \$81,000

(5 servers for 3 years)

Data Center Costs (1/2 rack @ \$700/month x 36 months)	Included
Data Center Power	Included
Servers	Included
Warranty	Included
Network Equipment	Included
MS Windows Licenses	Included
Replication Software	Included
Application Software Licenses	Included
Software Maintenance (20%/yr x 3yrs)	Included
Bandwidth	Included
IT Staff – 30% of Headcount	Included
Professional Services	Included
Total Cost to Build (~\$450/server/month over 3 yrs)	\$81,000



# Shifting BC/DR Economics

#### The Cloud delivers BC/DR for



of the cost of building a comparable solution.

And the cost savings compared to an outage can be much more remarkable.



# The Market is Evolving into a 7x24 Business...

What's the cost in
lost sales to an on-line
retailer when thousands
of frustrated shoppers
get the following
message?
message:

		Load Error		0
	1 http://w	ww.amazon.com/	☆▼) · (Cl*( coo	( <b>P</b> )
	ss Not Found			
	can't find the server			
Did yo	ser could not find the h w make a mistake wher d of "www.mozilla.org"	typing the domain? (		
	u certain this domain a		stration may have	
De Da	Web Services Gees Down, Take Your Higtory Bostewarts Tools	Deb.		
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Mai	azon Web Sei ny Startup Sit	tes With It	Down, Takes	Scale Your IT Immediately



## The Cost of Business Interruption

"Based on recovery time reported and the cost per hour of downtime, the cost per incident globally averages approximately \$287,000. The median cost per incident can rise as high as \$500,000 globally."

-Symantec

"between 2000 and 2008, the average number of disasters per year was 392, and the average annual economic damage was \$102.6 billion worldwide"

- Forrester Research Inc.



### **Customer Use Case**

CUSTOMER Case Study

#### Law Firm Lang Michener Avoids Crippling Downtime Costs with Server Replication Service

Failover Duration: 5 days Estimated Impact: **\$500k** Actual Cost: **\$74** 



#### Business

Lang Michener has been a leader in Canada's legal profession for more than 80 years. With offices in Carada and Hong Kong, and more than 200 dynamic professionals providing effective, innovative solutions to Canadian and International clients, Lang Michener has played a major role in shaping Canada's economic and political institutions.



# Vendors are Further Evolving the RaaS Landscape

#### Services are extending to enhance RaaS



what we do solutions for

knowledge center

#### what we do

Document Management Solutions

Health Information Management

Digital Archiving

eDiscovery

Online Backup

Records Management and Storage

Secure Shredding

Data Backup and Recovery

Disaster Recovery

Technology Escrow Services



#### Software-as-a-Service Escrow



# ... moving current offerings beyond their existing capabilities.



## Q & A

Joshua Geist CEO and Founder, Geminare *Recovery as a Service Enablement* 

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