RECOVERY AS A SERVICE

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

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Recovery as a Service Enablement

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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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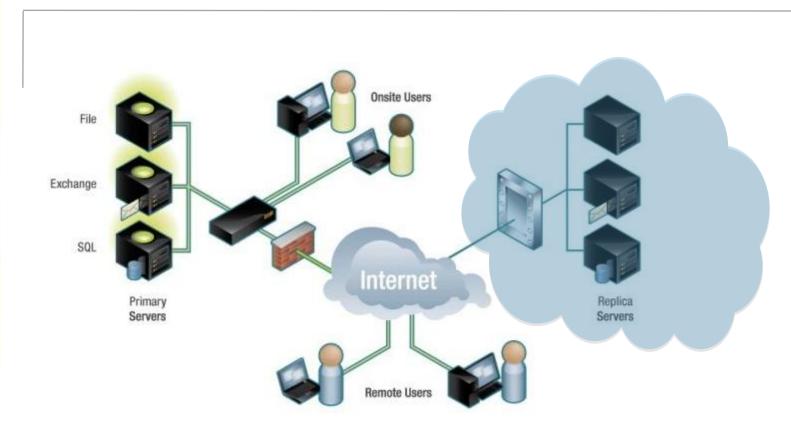*Twitter: @CloudRecovery*

Agenda

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	Description	Details
Tier 7: *Cloud-Based Server Replication*		✓ **100% data integrity / zero data loss** ✓ **Complete application availability** ✓ **State-of-the-art hot site integration**
Tier 6: Data Integrity (Hardware Duplication)		▪ no data loss, significant mirroring of data hardware, no application awareness
Tier 5: Transaction Integrity (Request copy)		▪ limited data loss, specific transactions and applications
Tier 4: Electronic Vaulting (Archiving)		▪ some mission-critical data archived, less data re-creation required, less data loss
Tier 3: Point-in-time copies (Online Backup)	**Mass Market** **Today**	▪ several hours of data loss, no application availability
Tier 2: Backup with hot site (Tape + Site)		▪ several days of re-creation needed
Tier 1: Data backup with no hot site (Tape)		▪ data loss from days to weeks
Tier 0: No off-site data		▪ possibility of no recovery

RaaS Options in the Market

Business Continuity *(Server Replication)*

Cloud-based Server Replication

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

Disaster Recovery *(Virtual Server Rapid Recovery)*

Failover measured in hours,
Failback manual process in hours.

Data Backup *(Online Backup)*
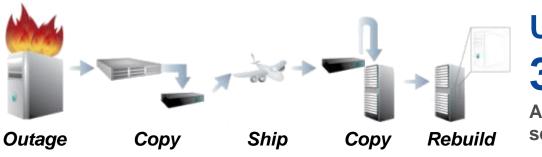
No Failover ability, approximately 3-5 days of downtime.

No Protection *(Tape Shuttling)*

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

Differentiating BC and DR for Data Protection

Traditional Imaging Solutions

Outage   **Copy**   **Ship**   **Copy**   **Rebuild**

Up to
36 hours
Approximate time to server availability

Cloud-based Server Replication [Tier 7]

Internet

Real time data replication

Failover and failback

Failover in minutes

Why is RaaS Important Now?

The Future of RaaS

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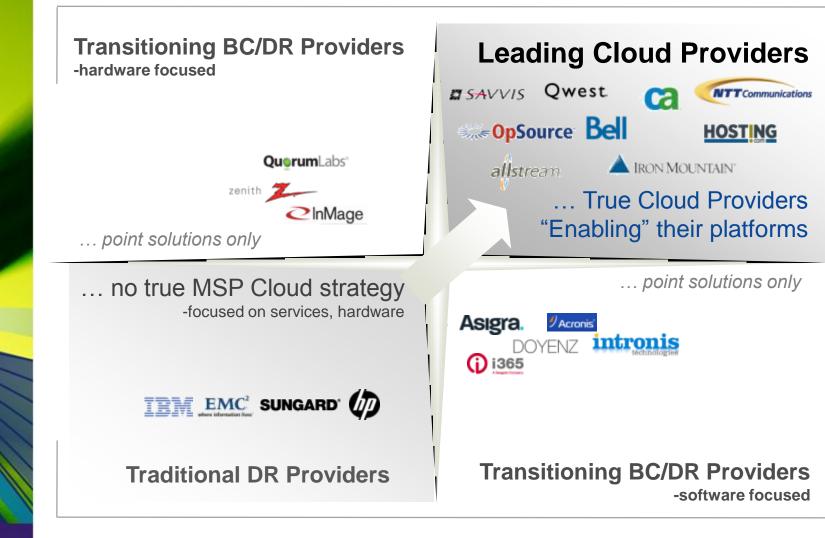
By 2014, 30% of midsize enterprises will have adopted RaaS for supporting IT operations recovery.

Gartner Symposium/Itxpo, June 2011

How is the Market Reacting and Transforming?

Transitioning BC/DR Providers
-hardware focused

QuorumLabs

zenith Z

InMage

… point solutions only

Leading Cloud Providers

SAVVIS   Qwest   ca   NTT Communications

OpSource   Bell   HOSTING.com

allstream   IRON MOUNTAIN

… True Cloud Providers "Enabling" their platforms

… no true MSP Cloud strategy
-focused on services, hardware

… point solutions only

Asigra   Acronis
DOYENZ   intronis technologies
i365

IBM   EMC²   SUNGARD   hp

Traditional DR Providers

Transitioning BC/DR Providers
-software focused

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

IBM

SUNGARD AVAILABILITY SERVICES

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

~28%

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?

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 Canada 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

… moving current offerings beyond their existing capabilities.

Q & A

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Transforming the Information Infrastructure: Build, Manage, Optimize.

FALL 2011