Traditional Disaster Recovery v DRaaS

Compute Capacity vs Time chart showing:
- DR Usage
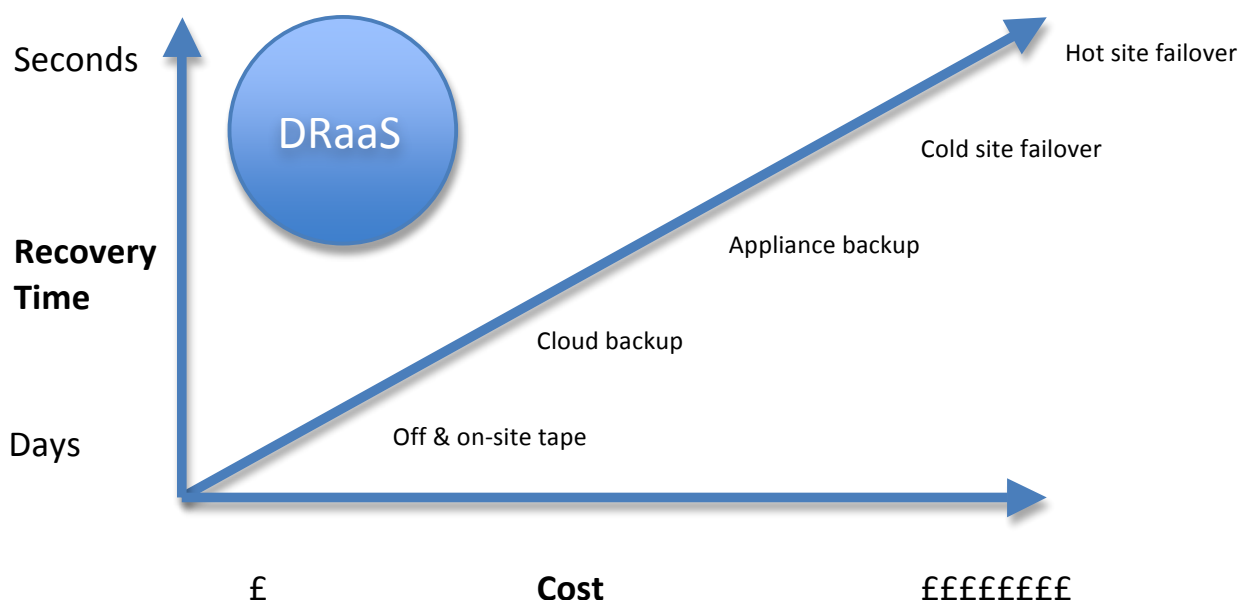- DR Traditional Cost
- DRaaS Cost

- Disasters don't happen every day, so why pay for a disaster recovery solution that costs as if you are constantly recovering?
- An average SMB ships above £5K per business hour in losses without any IT resource. This could be more if a large proportion is based on ecommerce and customers are lost forever.
- So when considering DR a value between cost, the point of data recovery (RPO – Recovery Point Objective) and the shortest recovery time (RTO – Recovery Time Objective) is balanced. Whilst traditional solutions like tape is cheap, the restore point may be over a day ago and it takes days to recover (if at all, as most people don't test) - where hot site failover is fast to recover to a very recent point but so expensive that only large corporations can justify the investment.

Seconds

DRaaS

Recovery Time

Hot site failover

Cold site failover

Appliance backup

Cloud backup

Off & on-site tape

Days

£   Cost   £££££££

Typical disasters that today's businesses face are traditionally fires, floods, storms, extended power outages, restriction of access and any other thing that Mother Nature can throw at them!

However, these are not so commonplace as accidents or malicious intent by employees in the business, server crashes, IT equipment failure, virus/malware infections, DDOS (Distributed Denial of Service) and a real growth area know as Ransomware.

A typical scenario for an SMB is an employee has deleted a large database in error and some of it has been over-written or it was stored on solid state hard drives. Even if you are lucky enough to have the necessary IT skill's on site it's still difficult, time consuming and not always successful to recover the lost data without affecting the business.

Ransomware is very nasty. Basically the cybercriminal typically gains access to your system by way of an email and one innocent click allows them to execute an attack that typically encrypts data or systems such as a Master File Table or your website. You then receive a demand for payment in bitcoins (which are not traceable) before they will give you the key to decrypt your information. Payments are being made so this is getting more popular and you can even download free Ransomware tools on the dark-web to enable non IT criminals easy access to this system. Even if you pay there is no guarantee that you will get the keys and, even if you do, your details are sold to others as an easy touch. It is estimated that there are 4,000 ransom demands a day in 2016. That's a 300% increase and it's rapidly rising. SMBs are a particular target for Ransomware criminals as they are seen as an easy payday.

DRaaS is now within reach of many SMBs and it should as a minimum protect you against disaster by giving your business the ability to:-

• Automatically backup critical systems and data.
• Quickly recover from a disaster, with minimal user interaction.
• Have flexible recovery options, such as restoring a single application or your whole infrastructure.
• Have an easily understood billing structure.
• Have Backup and Disaster Recovery RTO and RPO options to suit both your business needs and its ability to cover the premiums.
• Talk to a partner who understands both business and technology.