

## AVOID DOWNTIME AND ENSURE AVAILABILITY FOR YOUR ENTERPRISE WITH EASY-TO-USE DRaaS

Securing and protecting IT resources, ensuring high availability, and having a plan to return to operations quickly in the event of an unexpected disaster are priorities for forward-thinking enterprise IT leaders today. Whether companies are ready or not, tested or not, disasters will happen. To mitigate these risks, technology executives need straightforward, reliable services that don't require new capital expenditures and that are easy to test. The good news is that service providers are making disaster recovery easier than ever before. Enterprise IT leaders are increasingly turning to cloud-based disaster recovery as a service (DRaaS) as a simple and economical solution to their high-availability and disaster-preparedness goals.

### Impact of Disaster

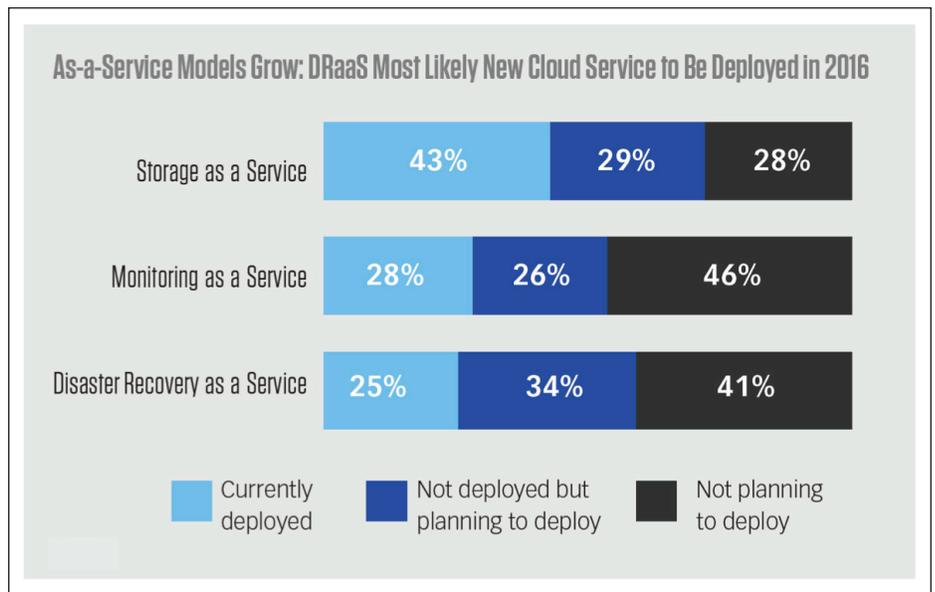
Natural disasters, such as earthquakes, hurricanes, fires, tsunamis, and floods, as well as human-driven attacks involving ransomware or breaches of sensitive customer data, continue to challenge enterprises and dominate news headlines.

The impact of these disasters on the enterprise is real. Disasters and security events disrupt the ability to conduct business and are a major source of lost revenue during an incident and in the aftermath that follows. Technology leaders need operational insurance plans in place for the worst disasters and outages. Despite compliance requirements for business continuity in nearly every industry and region of the world, 46 percent of executives admitted that they do not have any disaster recovery plan in place, according to IDG Enterprise Marketing's Cloud Computing Survey 2015. The reasons include high capital costs for secondary data centers and significant maintenance required from highly skilled IT staff.

Among the companies that do have disaster recovery plans and test them, 65 percent said they routinely fail to meet their own recovery objectives, according to the Disaster Recovery Preparedness Council, an independent research organization. It should come as no surprise, then, that 30 percent of these companies have been in a situation where they could not access key applications for as long as days after an outage, according to the research.

### Cloud-Based Disaster Recovery

To mitigate the risks and make disaster recovery easier and more economical, nearly 60 percent of enterprises that are already using cloud services say they are deploying or planning on deploying DRaaS, according to an IDG survey. Among enterprises that have not yet begun to use cloud services, DRaaS is proving to be a great way to get started: 50 percent of small companies and 33 percent of large organizations plan to enable business continuity in the cloud, primarily to take advantage of cost savings. In fact, DRaaS was the highest-ranked cloud service that enterprises were planning to deploy in 2016 (see figure).



Enterprises Ranked DRaaS the Service Most Likely to Deploy in 2016

The primary drivers for moving from a data-center-bound disaster recovery strategy to the cloud include far less overhead compared to maintenance-intensive secondary sites and the flexibility of using operational budget rather than a large upfront capital expenditure to implement or expand a protection plan.

Of course, this all depends upon finding the right cloud provider with the right cloud-based disaster recovery services to meet your needs.

## DRaaS Made Easy

VMware, a long-time leader in virtualization and cloud services, has made it easy to find the right VMware-certified DRaaS provider with the VMware vCloud® Air™ Network, which is a global ecosystem of more than 4,000 cloud providers located in more than 100 countries that offer validated services based on VMware technology. It's easy to locate a provider that fits your location and certification requirements at the [VMware vCloud Air Network Cloud Providers website](#).

As you consider the right cloud provider for your enterprise DRaaS, first ask yourself these questions:

- **Do the provider and the service meet our business requirements?** Organizations should look for a reliable cloud provider that delivers excellent customer service and meets any required certifications, and then consider the cost benefits from using the cloud for disaster recovery instead of adding or expanding secondary or tertiary sites.
- **Is the service easy to use?** One of the major downfalls of traditional data-center-to-data-center recovery solutions is that they can be far too complex to set up and maintain. If that isn't bad enough, many typical DR implementations don't actually deliver the protections they promise and are too complicated to test; so problems aren't uncovered until an actual disaster strikes. A cloud-based solution should be easy to configure, manage, and test.
- **Is the service consistent with our on-premises environment?** A DRaaS solution should easily integrate with your current platform without requiring major configuration changes to your environment or your standard tools.

Many vCloud Air Network service providers offer easy-to-use cloud-based disaster recovery services powered by VMware vCloud Availability and leveraging native VMware vSphere Replication™ capabilities to seamlessly support VMware vSphere® environments. These services offer an easy on-ramp to the cloud by connecting your VMware vCenter™ environment to a service provider cloud, setting up a replication agreement, and protecting your applications.

With VMware technology, it's easy to run tests without disturbing the production instance. And in the event of a true outage or disaster, enterprises have the tools and technology at their disposal to get back up and running quickly, minimizing downtime and revenue loss through simple, tested, self-service disaster recovery services.

## Reliable Services

When it comes to DRaaS, enterprise IT leaders turn to VMware vCloud Air Network service providers to help them make the best and most efficient cloud technology decisions. These reliable services are economical and easy to test, and they help organizations meet their high-availability and disaster-preparedness goals, preventing business disruptions and lost revenue in the event of a disaster.

For more information, contact your VMware vCloud Air Network service provider, or visit the [VMware vCloud Air Network Cloud Providers website](#) to find the cloud provider that is best for your enterprise.

