WHITEPAPER

A NIMBLE MEANS TO PROTECT DATA

WHY CLOUD-BASED RECOVERY IS YOUR BEST OPTION IN THE EVENT OF DOWNTIME

Backup and recovery is critical to the survival of any business. However, many organisations run the risk of losing important data by failing to perform proper and timely backups, relying on inefficient and outdated backup systems or simply through the lack of a proper recovery plan.

The proliferation of a mobile workforce and cloud-based IT has also made it more important than ever for businesses to protect and ensure the recovery of important data from an increasing number of fragmented data sources.

Many businesses tend to think only about financial loss when an outage or downtime happens; however, the impact is more than monetary – and can be long term. Organisations that have experienced a sudden loss of data also run the risk of hurting their credibility and reputation, and suffering a loss in productivity and customers.

Therefore, it is imperative to elevate the conversation and move from "backup" to near continuous availability.

The shift to cloud-based solutions over the last few years has turned the spotlight on disaster recovery-as-a-service (DRaaS). Cloud-based backup and recovery is an attractive and viable option for organisations who seek a flexible yet robust strategy to guard against loss of data during natural or man-made disasters. It provides a huge opportunity for organisations to undertake complete disaster recovery at an affordable cost and to pay only for what they need.

I.T. FOR THE DYNAMIC BUSINESS

DRAWBACKS OF TRADITIONAL DISASTER RECOVERY SOLUTIONS

Based on a Veaam DRaaS Market Opportunity Report[1], respondents surveyed listed their top three drivers of DRaaS adoption as being: lack of DR site (80%), lack of DR expertise (75%), and cost of current DR infrastructure (66%). The traditional means of protecting data can be costly, time-consuming, and unreliable – and the explosive growth of business data only compounds the problem.

Below are some ways in which traditional backup solutions can fail to meet the needs of organisations today:

Cost of traditional backup solutions: On top of the initial investment on hardware, software and services, traditional backup solutions are typically costly. For smaller companies, this cost can add up; for a large multinational with plans to purchase a second DR facility or to expand their server infrastructure, the investment is not a measly one. As the presence of the Internet of Things and Big Data continues to grow, this cost will only increase as organisations struggle to store the massive amounts of real-time data generated.

Slow and difficult recovery: When it comes to recovery, speed and ease of use are not the strengths of traditional backup methods. Legacy solutions can pose many challenges in a time of downtime including; backup time, recovery duration and difficulty in recovering file and application level data

Time management: The traditional means of backup is both time-consuming and tedious. While it is essential to perform backups, validate data retrievals and ensure checks are in place, today's fast paced business environment means that no organisation can afford to have mission-critical systems, applications and infrastructure be offline for extended periods of time. Depending on the size of the data, monitoring the progress of manual backups, reviewing logs, and troubleshooting problems also take up time that could be better spent on more strategic IT projects central to the business. What is required is a backup solution that is done constantly and in real-time.

Unreliability: The problems with legacy solutions are well known: slow backups, restores and backup failures. Take tape,

for example; although tape technology has its own built-in error checking while copying data, there is no way to retrieve the data—unless there are always two copies of the data backed up— if the tape is damaged. Once the tape is sent to an offsite location, responsibility for the tape falls on someone else. Tapes can also be mislabelled, lost, stolen, or damaged.

THE BUSINESS RISKS

Data is essential in running a business. Having just one piece of business-critical information such as accounts, reports, and invoices unavailable for several hours can pose a risk. As many as 70% of businesses that experienced significant downtime or even a single event where major data is lost are out of business within one year[2]. Even if the business survives the data loss, the disruption caused to its operations can be detrimental and the effects can be long-lasting. Besides losing productivity and customers' trust, organisations that have gone through a data loss have also experienced:

Financial cost: Data loss can mean huge losses in revenues. Even for small businesses, downtime can mean losing out on a potential sale, or inevitably turning away a potential customer who might not return when business operations resume. This financial loss can even extend to the customers, vendors and suppliers, and also put their business operations at risk.

Reputation loss: Any disaster will result in downtime and render all parts of the business inoperable. Failure to back up and recover valuable and confidential data will certainly put an organisation's brand and reputation on the line. Customers' trust can be easily eroded in one single event, but it will take several years to re-establish that trust.

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[1] The Veaam DRaaS Market Opportunity Report was compiled in July 2015 based on a survey with 156 service providers and resellers about customer interest in DRaaS.

[2] Blogs: Small Business, "Small Business Network Disaster Recovery Planning", DTI/ PricewaterhouseCoopers

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BENEFITS OF CLOUD-BASED RECOVERY

Moving backups to the cloud need not be an uphill task; in most cases, the benefits far outweigh the initial investment. Cloud-based recovery offers organisations many advantages over legacy recovery solutions, including reduced complexity, quicker recovery processes, lower costs through better allocation of resources, and reduced expenditures. Some of the benefits of cloud-based recovery include:

Reduced costs: Traditional disaster recovery require organisations to have hardware and network infrastructure that resides in a data centre. For organisations with a second facility, this can mean some significant cost outlay. With cloud-based recovery, the requirement to invest in hardware and software is removed as the services are supplied based on a subscription basis—organisations only pay for what they use and need.

Faster recovery: Unlike legacy solutions, cloud-based recovery is faster, more reliable and scalable. It is easy to retrieve files and application data if data centres or individual servers become unavailable. Cloud-based recovery also enables organisations to store replicated virtual machines to multiple different storage regions for even greater protection.

Regular testing: Traditional DR vendors conduct one or two tests per year in their DR centre to ensure that disaster recovery will run as planned and according to business requirements should a disaster strike. These tests consume a lot of time and effort and are also expensive to execute. What cloud-based recovery offers instead, is virtual recovery tests that are easy and quick to perform. Conducted within an isolated sandbox environment, organisations can test and recover applications and servers as they would during a disaster. This provides solid assurance that operations will be back to normal as quickly as possible when the unexpected happens.

Improved flexibility: Cloud-based recovery, offers organisations the flexibility to expand recovery services as needed via a self-service portal. The flexibility is a plus in today's business landscape where business requirements and network and computing resources often change frequently.

NEXON CLOUD-BASED SOLUTIONS
Powered by Veeam and Microsoft Azure

Being prepared for the unexpected is key to recovering critical data and ensuring business continuity. The goal of any recovery plan should be to minimise the loss of data and revenues, lessen the impact on your business and customers, and get your business up and running as soon as possible.

Customer success reference – Pitcher Partners

Pitcher Partners chose Nexon ABC's cloud platform to drive their IT strategy and help move from a limited on-premise infrastructure solution to an agile and scalable cloud-based solution. Leveraging Veeam's availability suite on Nexon's cloud platform, the mid-tier full-service accounting firm is using Nexon's cloud-based backup and recovery capabilities to monitor their data and perform ongoing testing of their disaster recovery. This has enabled the firm to work more efficiently, scale their business effectively, and improve customer relationships and experience.

> The off-premise solution we have now is hosted by Nexon in their cloud environment. They provide everything from our normal IT infrastructure to our phone systems and our business continuity, plus they give us some hot seats for our staff to work from in the event we invoke our disaster recovery service. It's all fully managed, and it's their role to make sure it's there, day in, day out.
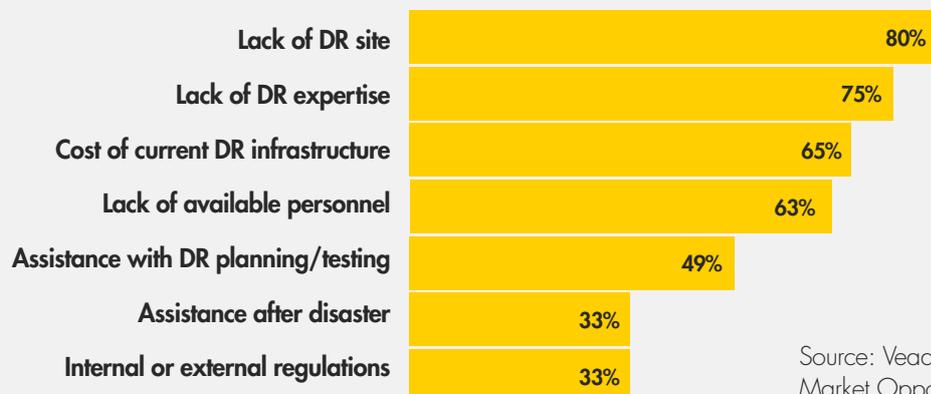>
> – Adam Irwin, COO, Pitcher Partners

Nexon Agile Business Cloud (ABC) provides a cloud architecture to businesses looking for increasingly flexible, scalable and cost-efficient IT solutions. Taking the lead in innovation and the cloud, Nexon ABC offers cloud-based recovery capabilities to improve the way organisations back up and restore critical data. It is designed to adapt to the evolving marketplace and changing business needs, and can be implemented at a pace that works for your organisation.

Nexon ABC is built in partnership with the world's leading technology vendors – Microsoft, Veeam, NetApp, and Cisco. Our cloud architecture enables organisations to utilise hybrid cloud services such as Microsoft Azure and Nexon's cloud to adapt their cloud to business requirements while leveraging the cost and scale efficiencies.

DRIVERS FOR ADOPTION

Lack of DR site	80%
Lack of DR expertise	75%
Cost of current DR infrastructure	65%
Lack of available personnel	63%
Assistance with DR planning/testing	49%
Assistance after disaster	33%
Internal or external regulations	33%

Source: Veeam DRaaS
Market Opportunity Report

Driven by state-of-the-art technology, our service automatically backs up your information to our highly secure data storage centre, where it can be quickly and easily recovered should your business suffer a server failure or major disruption.

Nexon's cloud-based solutions gives you the protection and peace of mind you need when it comes to preserving business continuity. It ensures that your IT environment can be quickly replicated and re-deployed in the event of a disaster. Organisations can be assured of the highest levels of service combined with the best technology available.

Contact Nexon today to minimise the unexpected with cloud-based backup and recovery.

> The top consideration for any company that is evaluating DRaaS solutions is to ask what are the risks that they are willing to take if they lose the data, and how will their business continue to operate when the unexpected happens.
>
> – Justin Bailey, Cloud Solutions Consultant, Nexon

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