



# Meeting Downtime Challenges in a Cloudy Virtual World

“Ten years ago,” observes Quest President and CEO Tim Burke, “the slow links between computers and storage devices that stored copies of their data made online backup and recovery impractical for many businesses.”

This was reflected in Recovery Time Objectives (RTOs) in the 24-to-48 hour range (or more) and Recovery Point Objectives (RPOs) that sometimes lagged a full 24 hours.

Those days are gone.

## The data deluge...

Data now moves around much faster, there’s much more of it — and every day still more is being created and transmitted. And it all needs to be securely backed up and recoverable.

By the end of this year, global IP traffic will reach an annual volume of 1.1 trillion gigabytes and is on track to hit 2.3 trillion gigabytes by 2020. Last year, upwards of 16 billion devices connected to IP networks. Four years from now, it’ll be 26 billion — more than three times the entire global population.<sup>1</sup>

## ...Hikes the price of downtime

Such numbers make downtime inevitable — and, as data plays an increasingly critical role in just about every enterprise, downtime is now more expensive than ever.

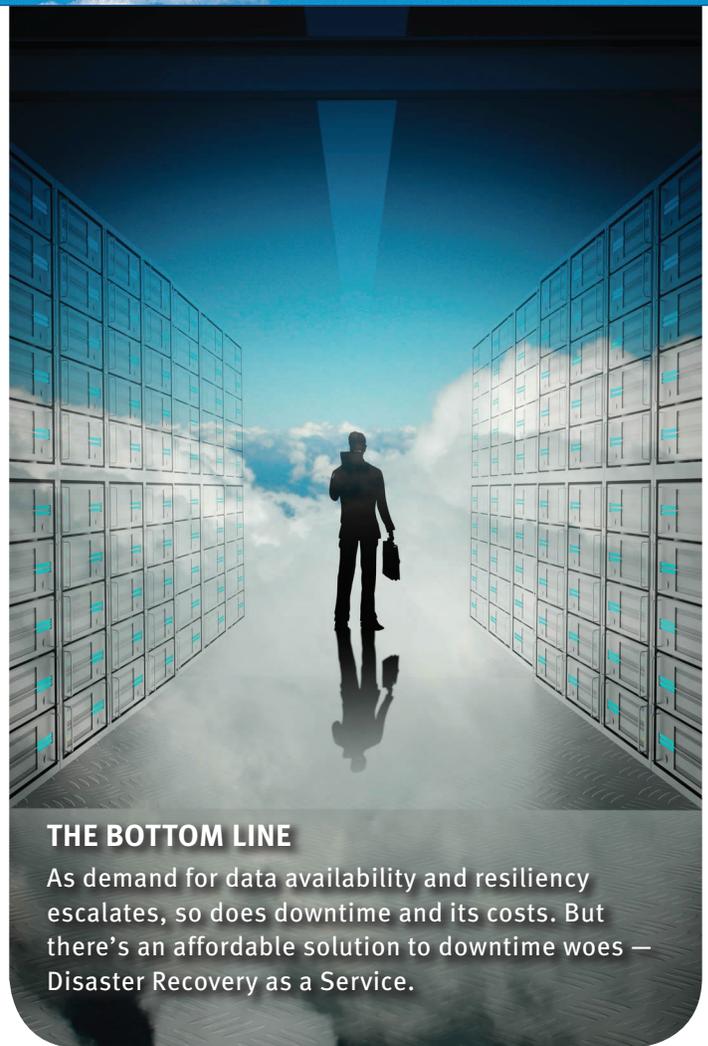
One research firm reports a 38% increase in the cost of downtime since 2010.<sup>2</sup> Another study<sup>3</sup> found an average of 15 unplanned downtime events last year, up from 13 in 2014 — but in that same period, per-firm downtime costs jumped from an average of \$6 million to a whopping \$16 million.

What’s more, these impacts land where they hurt the most: business disruption, lost revenue, and damage to both end-user and IT productivity.<sup>2</sup>

## A cloud for a cloud

“The same sorts of technologies that have triggered downtime in so many businesses,” says Tim, “can — and should — be used to cut downtime, securely back up critical data, and prepare your enterprise for unplanned disruption.”

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### THE BOTTOM LINE

As demand for data availability and resiliency escalates, so does downtime and its costs. But there’s an affordable solution to downtime woes — Disaster Recovery as a Service.

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FROM TIM BURKE...

## Looking Under the DRaaS Hood

Too often when you're in the market for a new or upgraded IT capability, it's by necessity, because your operations have been thrown into crisis by some sort of failure and you need a solution now.

In resolving disaster recovery and business continuity crises, you'll likely end up with an 'as a service' solution, since you can get it up and running quickly with little or no CapEx. And, especially if you're in crisis, you may think all DRaaS solutions are alike.

They're not. So as you (re)consider DR strategies and the cloud services you'll use to implement them, take a look under the DRaaS hood. Evaluate the service's enabling technologies.

Although enterprise-class disaster recovery technologies have been with us since the broad adoption of virtualization, many were designed to protect physical servers using storage-based replication, not virtual machines. A lack of integration between these older configurations and virtualization platforms adds significant complexity to these technologies.

I suggest you opt for a DR solution that's explicitly designed for virtualized environments.

These integrate replication (including replication of multiple hypervisors), recovery orchestration, and automation into a single solution that enables replication and recovery to and from any storage between any kind of cloud environment — public, private, and/or hybrid.

A trusted technology advisor can help you find the DRaaS technologies that fit the needs of your enterprise.



CHECK OUT MORE OF TIM'S THINKING AT [www.questsys.com/CEOBlog/](http://www.questsys.com/CEOBlog/)

### DRaaS (Cont. from p. 1)

And, he notes, "it can be done affordably and in ways that can be customized to match the availability, resiliency, and compliance needs of your business."

All it takes is a cloud and the technology expertise to get the most out of it, whether it's public or a hybrid configuration incorporating a private cloud.

### Secure continuity with DRaaS

In particular, Disaster Recovery as a Service (DRaaS) brings the significant benefits of cloud services to business continuity, including the ability to securely back up and recover business-critical workloads.

**DRaaS:**  
 “You'll end up with more capability for less cost.”

Virtualized multi-tenancy DRaaS infrastructures make elastic cloud resources available on-demand, so enterprises can reduce or eliminate the capital expenditures involved in over-provisioning for just-in-case scenarios, thereby lowering upfront financial risk even while enabling better allocation of resources.

“DRaaS exploits virtualization to deliver economies of scale that mean even smaller organizations can afford to meet the data availability and compliance demands of today's business environment,” says Tim. “Compared to traditional DR approaches, you'll end up with more capability for less cost.”

Meanwhile, DRaaS self-service features reduce complexity while also enabling more effective data governance as well as quicker configuration of recovery processes.

Many DRaaS offerings also make much easier work of the cost and hassle of DR plan testing with granular virtual recovery tests, including ad hoc testing of specific servers or services.

DRaaS data recovery is much faster than traditional DR approaches, too. “We see instances of DRaaS RTOs in the two-to-four hour range,” Tim reports, noting that DRaaS-based cloud-to-cloud recovery can occur in as little as fifteen minutes.

“It's easier and cheaper than ever to transport data from a local environment to a cloud environment you can customize to keep your business data safe,” he adds. “And now it's also a competitive necessity.”

- 1 <http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/vni-hyperconnectivity-wp.pdf>
- 2 <http://www.emersonnetworkpower.com/en-US/Resources/Market/Data-Center/Latest-Thinking/Ponemon/Pages/default.aspx>
- 3 <https://www.veeam.com/news/2016-veeam-availability-report.html>

# Quest DR/BC/Risk Assessment Services: Find Out What Risks Your Business Really Faces

*Every enterprise is threatened by disruption and downtime. But it can be difficult to understand risk implications for the data, systems, and networks your business depends on.*

Quest eases this burden with a portfolio of assessment services focused entirely on risk management, disaster recovery, and business continuity:

## Risk Management Workshop

Quest's experts will take a deep dive into several areas of your organization with the goal of identifying, assessing, and mitigating its risks. This C-level discussion will focus on your:

- Business impact analysis,
- Crisis communication and management,
- Business continuity,
- Disaster recovery,
- Security management,
- Process management, and
- Mitigation strategies.

At the workshop's conclusion, you'll receive a customized executive summary that blueprints what you need to build foresight and resilience into your business.

## DR Workshop

During a one-day workshop at your location or ours, Quest will work with your staff in a tabletop test environment to:

- Identify technical and business process gaps,
- Define the stakeholders, recovery teams, and processes/ functionalities necessary for your business operations,
- Highlight missed expectations from a data loss and recovery time perspective, and
- Address regulatory and industry standard compliance requirements.

Then our experts will provide you with an executive summary containing customized recommendations and action items.

## Backup & Data Recovery Review

With the goal of uncovering any technical gaps or missing information about your environment, we gather data about your backup infrastructure — servers, clients, applications, media, and service contracts.

We analyze that information and provide recommendations on what changes you need to achieve the best ways to back up and recover your data.

## Business Continuity Workshop

Quest will help you update your business continuity plan, identifying gaps in processes or misaligned procedures and defining a plan to return to normalcy should a disruption occur.

Our recommendations and action items — delivered after a one-day workshop at your location or ours — will focus on the people, policies, and procedures you'll need to field an agile and well-practiced recovery team and to ensure reduced response times and an unscathed reputation.

## DID-YOU-KNOW?

### 8 DRaaS Implementation Best Practices

- 1 **Do your DR planning from the top down** beginning with a project plan that involves all stakeholders and includes business continuity planning, since these are both essential to your organization's survival in the event of downtime or disruption.
- 2 **Generate a DR/BC requirements list** and work with stakeholders to prioritize it.
- 3 **Negotiate RTOs and RPOs** with both your company's IT department and its business units.
- 4 **Consider a hybrid DRaaS solution** if your business has sensitive data to protect or if your strategy calls for a phased migration from traditional DR to the cloud.
- 5 **Design your DRaaS solution to be easy to use;** you'll want 24x7 support, too, so you have ready help should an incident require recovery activities.
- 6 **Make sure your DRaaS has a self-service portal** to reduce the time IT staff must spend on restore requests and to enable helpdesk personnel to aid end users' routine restoration tasks.
- 7 **Identify physical servers requiring bare metal restores,** and keep bare metal restore images updated continually.
- 8 **Choose a DRaaS able to quickly and easily perform ad hoc virtual tests — and perform these tests regularly** to ensure recovery processes run as expected.

## What's New...

# Quest Named to CRN's 2016 Solution Provider 500 List

*Once again, Quest® has received nationwide recognition for its performance, this time with a ranking in the top quarter of the CRN® 2016 Solution Provider 500 list.*

A media brand of The Channel Company, CRN puts Quest at #122 on its SP500 annual ranking (by revenue) of the largest technology integrators, solution providers, and IT consultants in North America.

“We are honored to be recognized on the SP500,” stated Tim Burke, Quest President and CEO, when he announced the CRN ranking.

“Our growth is attributed in part to Quest’s private, public, and hybrid cloud solutions in secure, modern facilities, such as Quest’s High Availability Business Center. With our experienced professionals providing support, we give clients customized solutions for virtual data centers, desktop virtualization, virtual application development, disaster recovery, business continuity, and data backup, replication, and recovery.”

CEO of The Channel Company, Robert Faletra said CRN’s 2016 Solution Provider 500 honorees represent a total combined revenue of over \$334 billion — “a testament to their success in keeping pace with the rapidly changing demands of today’s IT market.”

In congratulating the Solution Provider 500 companies, Faletra also noted that “this prestigious list recognizes those companies with the highest revenue and serves as a valuable industry resource for vendors seeking to partner with top solution providers.”

The SP500 is CRN’s predominant channel partner award list, serving since 1995 as the industry standard for recognition of the most successful solution provider companies in the channel.

In addition to several 2015 awards, The Channel Company has also recognized Quest with placement on the CRN 2016 Tech Elite 250 list as well as its 2016 Managed Service Provider (MSP) 500 list in the MSP Elite 150 category as a large datacenter-focused solution provider offering both on-premises professional services and off-premises services.



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What we offer:  
<http://www.questsys.com/ePlaybook>

### QUEST ASSESSMENT SERVICES

Test drive our services, evaluate our expertise.

For a complete listing, go to: <http://www.questsys.com/assessment-services.aspx>

#### Disaster Recovery Workshop

<http://www.questsys.com/disaster-recovery-services/disaster-recovery-workshop-video.aspx>

#### Security Workshop

<http://www.questsys.com/security-workshop-video.aspx>

#### Cloud Workshop

<http://www.questsys.com/cloud-assessment/>

### IN THE MEDIA ROOM

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