

# DISASTER RECOVERY AS A SERVICE

Disaster Recovery use to be something that only large enterprises could afford. It had a big scary price tag, and was even scarier to implement. Fast forward to now, and disaster recovery has evolved. It's called **Disaster Recovery as a Service** and it is not only affordable, but provides greater protection without the complexity so that you can eradicate the threat of downtime. Make 2016 the year where you Eradicate Downtime.



## ROI OF DRaaS



### MINIMIZE DOWNTIME COSTS



**COST OF 1 HOUR OF DOWNTIME**  
**\$8,000** for a small company  
**\$74,000** for mid-size  
**\$700,000** for large enterprise



**90%** of companies experience some form of downtime

Small Company ▶

Mid-Size Company ▶

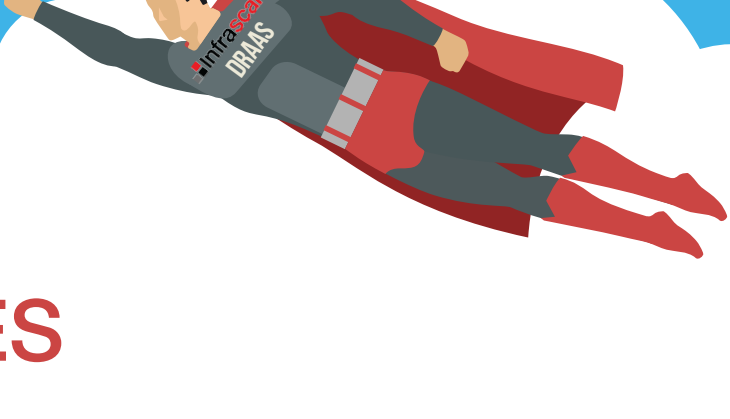
Large Enterprises ▶

### AVOID BRAND DAMAGE

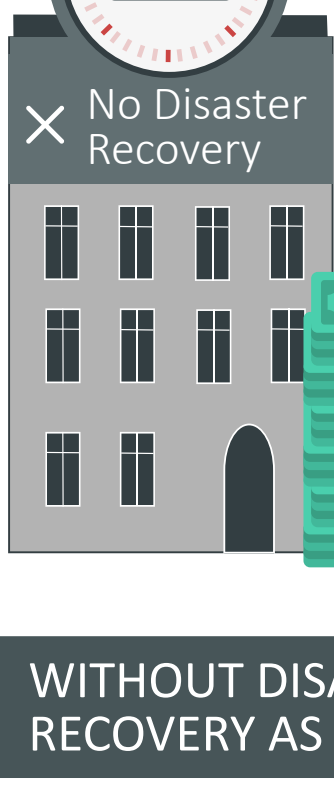
When WhatsApp experienced 3 hours of downtime, **4 Million** customers abandoned them for a competitor



## WITH DISASTER RECOVERY AS A SERVICE, YOU CAN...



### IMPROVE RECOVERY TIMES TO MINUTES



With DRaaS, you can recover in minutes.

WITHOUT DISASTER RECOVERY AS A SERVICE

18.5 hours is the average time it takes businesses without disaster recovery as a service to recover after a disaster.

### REDUCE DISASTER RECOVERY COSTS

TRADITIONAL DR

Extra Hardware

+

Extra IT Resources

+

Extra Bandwidth & Software

= \$\$\$

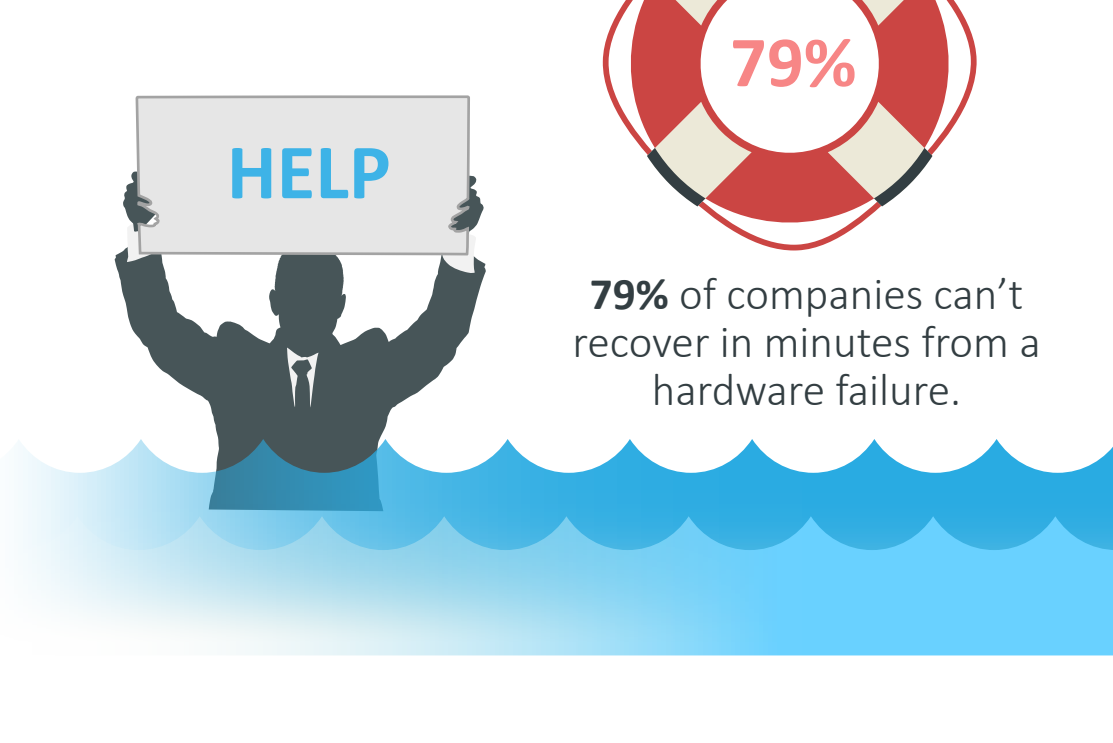
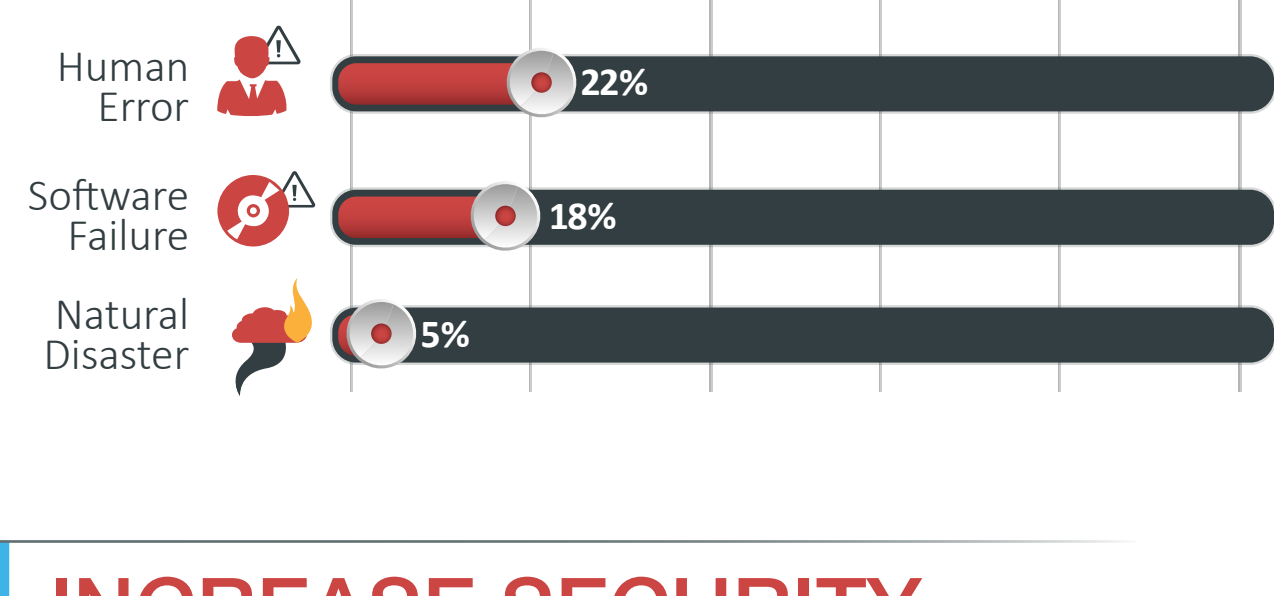
DRaaS

Requires less hardware, bandwidth, and people.

SEE THE COST ANALYSIS

### REDUCE BUSINESS RISK

DRaaS minimizes the impact from both macro and micro disasters.



### INCREASE SECURITY

When downtime occurs, **43%** of employees turn to 3rd party, un-secure apps to conduct business.

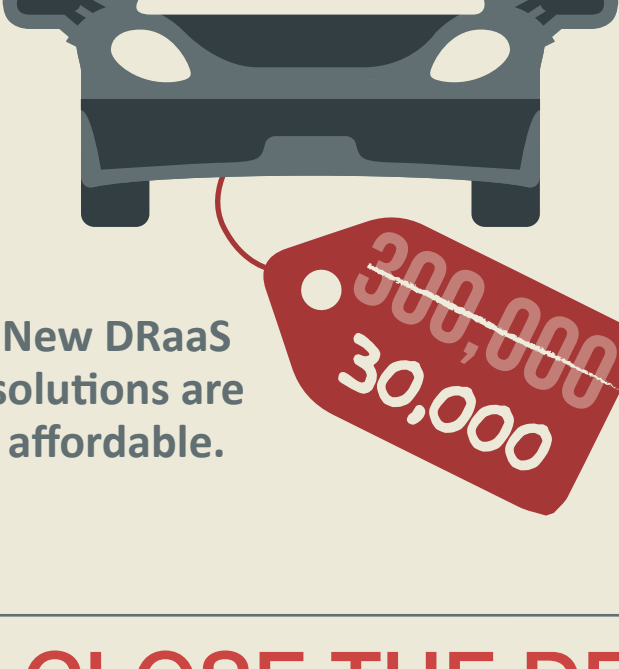


## CONVINCE YOUR BOSS



### OVERCOMING OBJECTIONS

**Objection #1: Too Expensive**



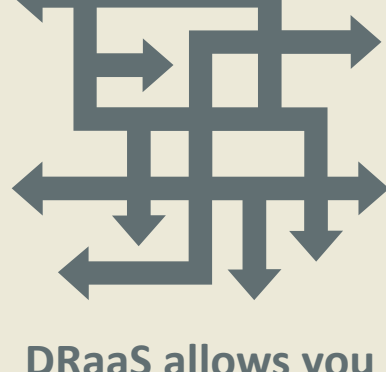
New DRaaS solutions are affordable.

**Objection #2: Insufficient IT Resources**



Compared to traditional DR, DRaaS requires less people to deploy, manage, and test.

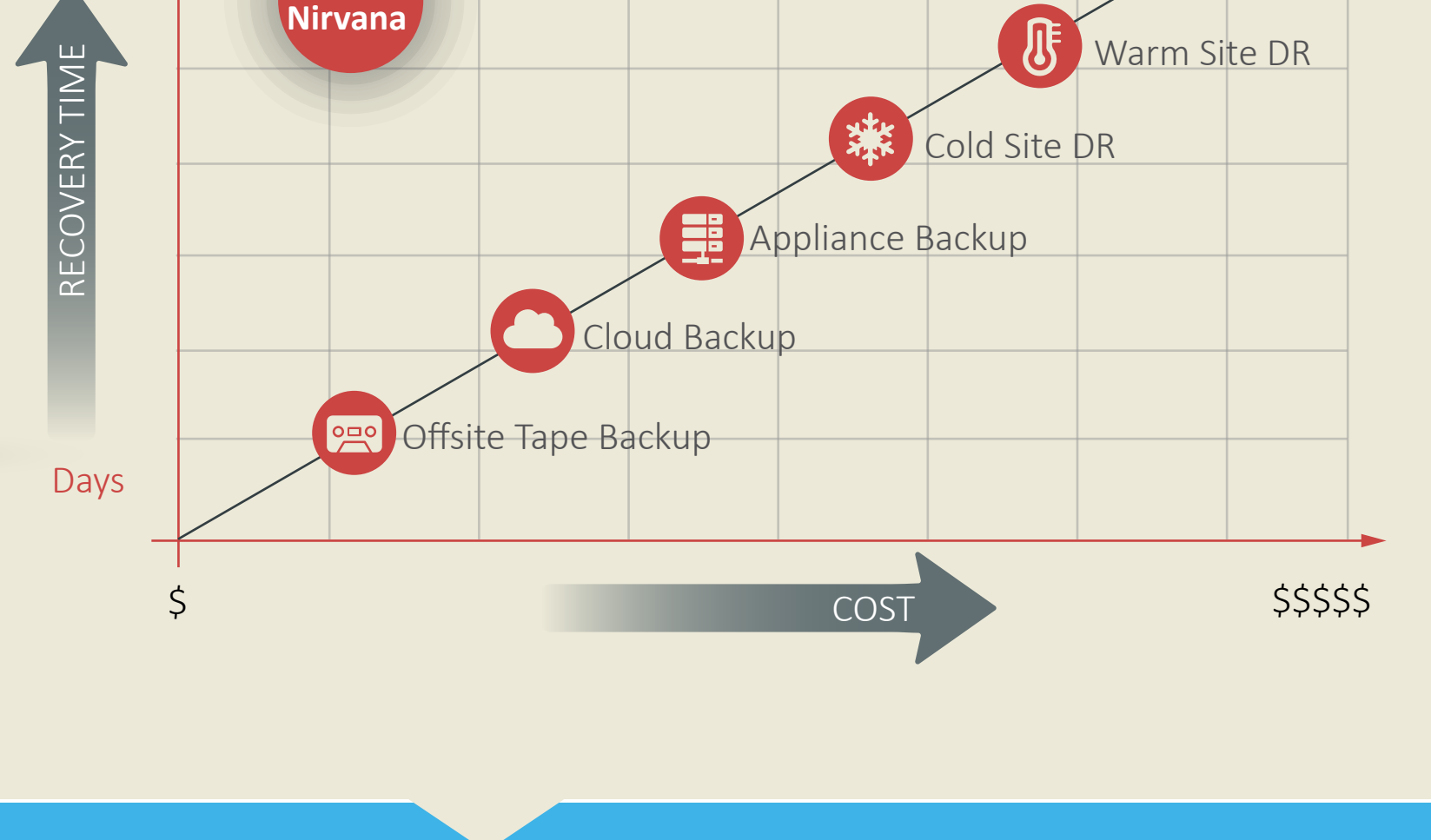
**Objection #3: Too Complex**



DRaaS allows you to build DR your way.

### CLOSE THE DEAL: NO MORE RTO TRADEOFFS

You can have enterprise-grade failover for the cost of backup.



### GET THE DISASTER RECOVERY PLANNING KIT

#### Sources

- Disaster Recovery Preparedness Council's 2014 Annual Report
- IDG White paper, "Cloud-Based Disaster Recovery Emerging as Top Priority", 2015
- ActualTech Media DRaaS Adoption and Trends Report, June 1, 2015
- Ponemon Research (2013), Quorum DR Report (2013)