

Prepare your business for the unpredictable

Minimize downtime and costs with processes and tools that protect, restore, and keep your operations running



Processes and tools that protect, restore, and keep your operations running during unpredictable events



Downtime is inevitable.

Several factors and outside circumstances, like natural disasters, can cause apps to go offline without notice.



Downtime causes tangible impact to business.

When apps are down services become unavailable to organizations and customers.



BCDR can mitigate losses.

Outages may be permanent, and proper BCDR planning not only ensures that business can continue operating but that data is not permanently lost.

Why BCDR matters for your business



\$590M
Reported ransom paid CY21¹



\$11.6k/min
Average cost of downtime for large enterprises²



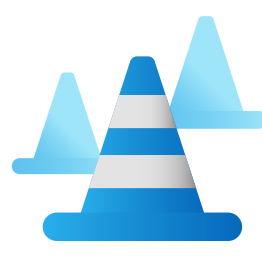
66%
of businesses had some sort of outages in past 3 years³



Why do customers need to protect their IT estate?



Data corruption and deletion



Outages and natural disasters



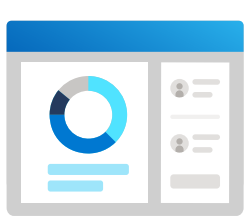
Compliance



Ransomware

High availability, disaster recovery and business continuity

Failure event protection options across the recovery and restoration category.



High Availability (HA)

Distribution of an application or workload across a redundant physical or virtual infrastructure. Prevents impact to uptime if one or more nodes should fail.



Disaster Recovery (DR)

A combination of tools, backups, replication and asynchronous processes used to recover workloads. Limits data loss across multiple Azure regions during a catastrophic event.



Business Continuity (BC)

The process, tools and architecture built on top of DR. Ensures continued uptime of critical business services during a catastrophic event.



Backup: Operational restoration processes used in the event of failure. A low-fidelity DR solution when combined with geo-replication.

¹ <https://www.marketsandmarkets.com/Market-Reports/cloud-storage-market-902.html>

² Webtribunal <https://webtribunal.net/blog/data-loss-statistics/>, 2022.

³ Uptime Institute, "Uptime institute report 2021 Data Center Industry Survey Results."