Reaching for the Cloud-Getting the Best of Both Worlds

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Abstract

-Reaching for the Cloud

To do more with less in today’s increasingly demanding IT environment, administrators need to reach higher rather than broader. It’s time to reach to the cloud. A growing cloud infrastructure now gives organizations the power to back up, store and secure an ever-expanding volume of data and applications within tightly-constrained IT resources and budgets.

In this session, Unitrends, will discuss why a hybrid cloud model is the best option for organizations working with a cloud-based environment. Using the hybrid cloud approach, IT administrators get the best of both worlds – the speed, reliability and security of onsite backup and the intelligent replication capabilities of the cloud – ensuring their ability to consistently meet even the most rigorous SLAs, RPOs and RTOs.
Over the Next Decade…

[Source: The 2011 IDC Digital Universe Study]
Eliminate Complexity

By 2016, one-third of organizations will change backup vendors due to frustration over cost, complexity, capability.

The fourth and fifth Cs of backup concerns: completeness and scale, customer support.

Virtual Protection

Windows/Linux Physical Protection

Cloud Protection

File/Block level protection
Alternative DR Methods

Disk-to-Disk-to-x where x can be

...
Cloud Considerations

- **Blended systems with local backup plus cloud becoming common**
  - Take advantage of cloud economies and flexibility
  - But
  - Add another layer of management

- **Service provider risks**
  - SLAs
  - Never put all eggs in one basket

- **CAPEX – OPEX benefits**
  - Significant savings DR
  - Facilitates backup of remote sites

- **WAN Latency may be acceptable for secondary storage**
  - When cloud is an alternative - Compare existing storage costs to cloud offering(s):$/GB/month
Cloud-focused future

- **Today:** cloud replication
  - Always on

- **Tomorrow:** intelligent DRaaS
  - Recovery of entire IT stack
  - Instant Automated Failover
  - Self-service Portals
  - Public Cloud storage gateways

- **Future:** DRaaS anywhere anytime
  - Third-party compatibility with
    - Amazon, Azure, other public cloud options
  - Cross cloud optimization
Considering your Hybrid IT Environment

- Few mid-market IT shops are 100% virtualized or Cloud-based
- Local + Public – greatest flexibility and security
- Top reasons for cloud:
  - Tighter Data Protection Requirements – Data Offsite
  - Application-based RPO and RTO
  - New Service Level Agreements (SLAs)
  - Archiving & long-term retention requirements
  - Anytime/Anywhere access
How Do You Decide Which Is Best?

Disk-to-Disk-to-Cloud considerations:

• How much CapEx are you saving vs monthly cloud service fees?
• Are you comfortable with the manageability and control of your data?
• Are you able to seed the cloud with any sort of direct access?
• How (and how quickly) can you recover from a real disaster from the cloud?
• How much “trust” do you have in your cloud service provider?
  • Could you pass a compliance audit of your data in the cloud?
Protecting the hybrid? Don’t forget…

- How many products are needed to protect your environment?
  - Multiple point solutions
  - Virtual/physical/applications

- Do you need to include tape?
  - Past investment protection
  - Offsite rotation
  - Long-term retention

- How important is failover?
  - Refer to your RTO
  - Virtual servers/hosts
  - Storage

- Is your data protection solution application aware?
On-Premise and Off-Premise DR

On-Premise DR Strategy
• Data kept on premise
• Can you recovery objectives in the event of a site failure?

Off-Premise DR Strategy
• Data replicated off premise
• Can you meet Recovery Objectives and SLAs?
Hybrid DR Strategy

- Data kept on premise
- Data replicated off premise
- Meet recovery objectives
- Minimize outage and unplanned down time
DRaaS

On-Premise

Virtual
Physical

VPN Portal

Live Spin up (Physical or Virtual)

Unitrends Cloud

Users

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Cloud Storage Gateway – Store & Restore

- Seamless integration to public cloud storage providers
- Flexibility of choice for customers
- Integrated Local Backup and Public Cloud storage
What’s Driving Change?

- Tighter Data Protection Requirements
  - Application-based RPO and RTO
  - New Service Level Agreements (SLAs)
  - Archiving & long-term retention requirements
- Snapshots becoming common
- Big Data
  - Traditional backup tools may be inappropriate
- Cloud Computing & Cloud Storage
  - Cloud storage often includes data protection
No matter which Disaster Recovery method you choose, you want to ask these questions:

- How quickly can you recover your data?
- How quickly can you recover your systems?
- How quickly can you recover your entire site and resume work (DRaaS)?
Unified Data Protection Value

Cloud DRaaS & Gateway
- Unitrends Cloud supports physical or virtual spin up
- Unitrends CloudHook supports 3rd party cloud storage

Disaster Recovery Orchestration
- PHD Virtual ReliableDR

Local Data Protection
- Virtual Optimized SW Appliance: PHD Virtual Backup for VMware, Hyper-V and Citrix
- Physical and Virtual SW Appliance: Unitrends Enterprise Backup for virtual and physical
- All-in-One Recovery Series Appliance
What Do We Deliver?

Shrink-wrapped enterprise-class appliances, software, and cloud

**Off-Premise**
Disaster Recovery
- Public/Private Storage Cloud (Archiving)
- Public/Private Compute Cloud (Replication)

**On-Premise**
Archiving
- Disk, Tape, NAS, and SAN

**On-Premise**
Physical & Virtual Appliances
- Physical Backup Appliances
- Unitrends Enterprise Backup™ - Hyper-V
- Unitrends Enterprise Backup™ - VMware

**On-Premise**
What We Protect
- Heterogeneous: 100+ Versions
- Applications, virtual, physical, SAN, NAS, DAS

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While Accommodating Change ——
Keep the Basics in View

- Know your business requirements
  - SLA’s
  - RPO’s & RTO’s
  - Compliance regulations
  - IT staff core competencies
- Know your budget
- Know your IT topology – physical and virtual assets
- Have a data protection and disaster recovery plan
- Test to that plan
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