White Paper
Disaster Recovery in the Cloud

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Disaster recovery (DR) is the ability to handle site failures with minimal disruptions to a business. This is an essential capability for every organization, regardless of its size, sector or location. However, typically high costs and complexities associated with traditional DR keep businesses from implementing plans. Almost 60% of businesses don't have one in place today. Availability and reliability are two of the most important aspects of any successful business venture, and any disruptions or outages can seriously wreak damage on an organization's operations and reputation. In fact, many businesses don't even recover following a disaster. Disaster recovery is necessary.

Disaster recovery in the cloud protects an organization's most critical assets. Designing, deploying and maintaining a cloud disaster recovery solution is a complex project. The level of expertise going into it has a huge impact on the effectiveness of the solution, and that's why a cloud provider is key. Cloud computing effectively maximizes the benefits of disaster recovery, delivering protection, driving down costs, and freeing up the business' IT department to pursue strategic business projects. The cloud DR market is expected to grow at a 21% CAGR over the next several years, and by 2020, 90% of disaster recovery will run in the cloud. (451 Research Market Monitor)

Downtime

There are two main types of downtime a business can experience: unplanned and planned. Unplanned downtime refers to those unpredictable events that cause an outage, which are usually related to power, natural disasters or human error. Planned downtime occurs when you purposely bring systems, databases, applications or networks down for maintenance or backup activities.

The top four reasons that businesses experience downtime are:

55%	Hard drive / server failures
22%	Human Factors
18%	Software Errors
5%	Natural Disasters

Even when a company survives a disaster, the cost of downtime can be massive. See some examples of the average cost of downtime:

$6-7m / hr	Brokerage
$5-6m / hr	Banking
$2-3m / hr	Credit Card
$1m / hr	Airline Reservations
$30k / hr	Package Shipping

A whopping 93% of businesses that experience a data disaster without a disaster recovery plan in place never reopen! Those are scary statistics, and they speak to the importance of disaster recovery. Cloud computing offers a strong, affordable, reliable way for businesses to access the necessary disaster recovery resources.

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Cloud Disaster Recovery

Disaster recovery in the cloud ensures that business data is recoverable and protected. With industry-leading encryption and security practices in place, cloud-based recovery is the most logical way to go about disaster recovery. 70% of businesses will pursue cloud-based disaster recovery in the next year.

A company's data, applications and other assets are stored off-site in the cloud provider's servers. The organization then accesses the service via the cloud. With this setup, localized disasters like hurricanes, floods or tornados that affect a business and its location won't also affect the business data. And if one resource becomes unavailable in the primary site, it essentially reroutes to another available site, leading to high availability. Cloud disaster recovery safeguards data in the cloud and gets businesses up and running in a matter of minutes or hours, rather than days.

There are a couple of ways that businesses could experience the same level of protection as cloud disaster recovery, but neither is very viable for all businesses. An organization could maintain its own off-site data center dedicated to recovery, or physically transport backup disks or tapes to a storage facility. The first option is extremely expensive and would require a lot of dedicated time from a business' IT team. The second option is simply extremely vulnerable. Neither can compare to the overall protection and cost efficiency that cloud disaster recovery provides.

Cloud computing avoids costs and issues by offloading most of the responsibilities to professional experts. A cloud provider offers great economies of scale, decreased disaster recovery costs, and, of course, the recovery a business needs seamlessly and automatically. Cloud DR just makes things easier!

Cloud DR is necessary for businesses that require aggressive RPO and RTO. RPO, or Recovery Point Objective, is the maximum amount of time that can be tolerated between mirroring your data. RTO, or Recovery Time Objective, is the interval between application outage and recovery.

"70% of businesses plan to pursue cloud-based disaster recovery in the next year."

Top Reasons for Cloud DR

Where you put your primary and backup disaster resources does matter. A cloud environment provides businesses with a safe, reliable infrastructure, and data that's accessible from wherever in the world authorized users are. A reliable provider will ensure no less than 99.9999% uptime – in fact, RapidScale offers 100%. Disaster recovery in the cloud helps businesses avoid building a secondary site. It can be used to fully replace a traditional disaster recovery solution, actually enhancing the protection put in place. Cloud DR protects all areas of a business, including its remote offices and departments. Companies prefer cloud DR for its low cost (59%), ease of use (52%) and compatibility (48%).

		Traditional	Cloud
How long does it take to recover?	Within a couple of hours	9%	20%
	Within 24 hours	23%	32%
	In 1-3 days	37%	26%

About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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