Understanding Backup and Disaster Recovery Solutions

Hit the Data Protection Homerun

It is not a question of if a business will experience data loss; it is a matter of when. Backup is widely employed as the last line of defense to protect against threats like human error, infrastructure failure, or natural disaster. A single threat can cripple a business, whether it is malicious, environmental, or accidental. Backup always provides a necessary safety net.

Disaster recovery (DR) is a specialized solution that focuses on recovery speed to maintain business continuity. While the service is often associated with preparing for natural disasters, there are many use-cases when DR can be effective.

Backup 101

Backup is the first step towards recovery, and more importantly, to protect the bottom line. The need for backup should be non-negotiable because having a solution in place is just smart business:

- **Data is required to keep companies running**
- **Reputational integrity is essential to retain customers and attract new ones**
- **Compliance is critical to avoid regulatory fines and additional expenses**

Backup is reliable protection that ensures you can get data back, even if it takes a little time.

Disaster Recovery 101

While backup delivers a steady approach to recovery, disaster recovery (DR) delivers the near-instant homerun by cutting recovery time objectives (RTOs) and recovery point objectives (RPOs) significantly - allowing business systems to function remotely until traditional systems are restored.

$8,000 to $74,000

The average cost to an SMB of a single hour of unplanned downtime[1]

93%

The number of businesses that close within 12 months after being unable to access their data for 10+ days[2]
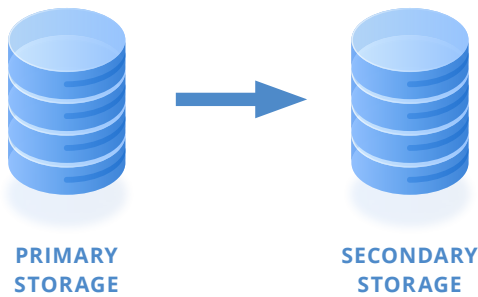
[1] Ponemon Institute, State of Cybersecurity in SMBs
[2] U.S. National Archives and Records Administration
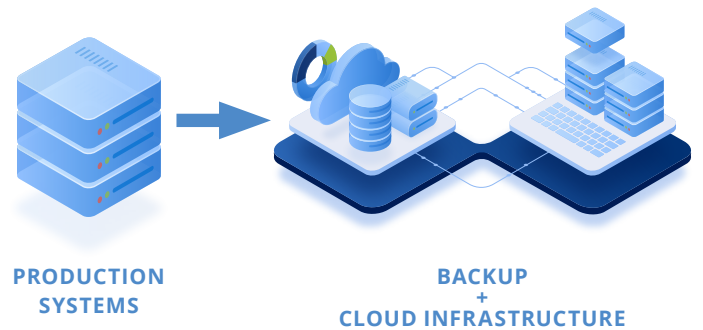
Backup vs Disaster Recovery

Backup

- Backup is a copy of your data/apps that enables you to **bring a failed system back online**

- Backup **does not include the infrastructure to immediately restore your workloads**

PRIMARY STORAGE → **SECONDARY STORAGE**

Disaster Recovery

- Disaster Recovery solutions include a most recent copy of your data and **infrastructure, including Compute, RAM, networks, and storage**

- Disaster recovery cloud platform provides rapid **availability of your servers to keep your business running**

PRODUCTION SYSTEMS → **BACKUP + CLOUD INFRASTRUCTURE**

FEATURE	BACKUP	DISASTER RECOVERY
Key functions	Protection of data from loss	High availability of critical applications Rapid recovery after a disaster
Target devices	Servers, workstations, mobile devices	Critical servers and virtual appliances
Recovery requirements	Data loss avoidance Ability to restore/access single items fast	Tier applications by business unit - prioritized by business importance and interdependence with other systems Quickly fail over critical workloads to an offsite environment Fail back to a primary site
Infrastructure	Local and offsite backup tier storage	High-performance offsite storage Compute and networking resources DR orchestration software
Storage type	Cold storage	Warm/Hot storage
Applications recovery time	Hours to days	Minutes
Usage frequency	Often	Rarely

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For additional information please visit **www.acronis.com** or email **dr@acronis.com**