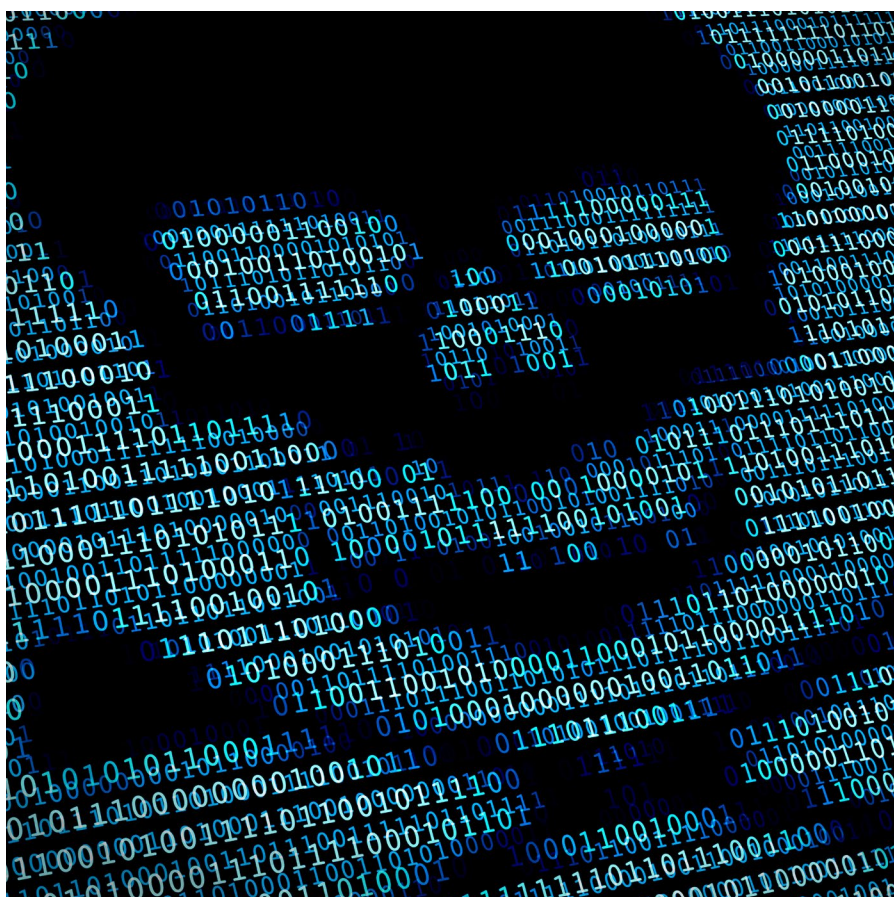# LENGTHY OR INCOMPLETE RECOVERY FROM DISASTERS CAN BE ANOTHER DISASTER

Yes, it is good for your IT department to have backups in case you suffer a disaster. But if your backup plan doesn't help you recover lost data very quickly, you may find that a lengthy recovery process can be yet another disaster. That's because failure to recover fast can cost real money, sometimes real big money. The average cost of downtime has been estimated at $100,000 per hour. Lengthy recoveries

THE JOB OF BACKING UP AND RECOVERING DATA IS GETTING MORE COMPLEX BECAUSE THERE IS SO MUCH MORE DATA.

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can cost millions. And if the backup wasn't comprehensive or recovery isn't complete, an organization may lose valuable business data. Lost data can also cost big money. It's enough to cause sleepless nights for IT professionals.

The old disaster scenarios ranged from fires and floods to hardware and software failure including those caused by viruses. But now the threats include cyber attacks such as ransomware

and possible failures of the newest technologies, such as cloud outages.

So unless your data is backed up securely and can be restored quickly, an outage regardless of cause, could be devastating. A company could find all its business operations grinding to a halt with no sales data for the sales staff, no billing and financial data for the accounting department, no business information for analysts and other knowledge workers.

DATA EXPLOSION

The job of backing up and recovering data is getting more complex because there is so much more data. The amount of data is doubling every two years, according to IDC. And it isn't all being stored on-premises. There is data on traditional personal computers and servers. But adding to the shear mass is data being stored in the cloud. Currently, it is estimated that 78 percent of companies are utilizing

cloud technology and that is only expected to keep growing. And now the expanding use of smart phones and mobile devices by employees, who may have up to three different devices, means data is in pockets, purses, briefcases and backpacks. Data is being accessed and changed in airport lounges and coffee shops, and the data on your CEO's smartphone may be more mission critical than much of the data on your on-premises servers.

With the mass of data exploding and being stored in a wide variety of physical or virtual machines or in the cloud, the daily task of doing backups and in an emergency situation starting a fast recovery can seem overwhelming for IT professionals.

MANY COMPANIES ARE GAMBLING ON NOT BEING HIT WITH A DISASTER THAT COULD CRIPPLE OPERATIONS BECAUSE THEY DON'T HAVE THE TOOLS FOR FAST AND EASY BACKUP …

NO UNIMPORTANT DATA
In business today, data is everything — and everything is data. Businesses rely on it to serve customers, grow revenue, refine products and make decisions. Whether data protection is a top priority or further down the to-do list, IT is usually held responsible for it. As a result, IT pros must ensure there's a plan in place to consistently and securely protect all of the data that keeps the business running.

With regulatory agencies and other legal and business requirements for record keeping and transparency, especially in industries such as healthcare and banking, there is no such thing as unimportant data. Every email an employee sends from a smart phone at a coffee shop to a colleague

waiting in line at an airport could be a vital piece of information, which may need to be preserved to meet regulatory requirements and/or an audit.

IT professionals are learning that the definition of data today is broader than many realized. It includes both obvious data (customer records, financial and billing information, important documents and PowerPoint presentations) and less apparent— but equally important—data that IT administrators might overlook, including:

- System configurations
- Software applications (MS Office, ERP, etc.)
- Patches, updates, custom scripts and operational processes

OLD FASHIONED BACKUP WON'T WORK
Manual methodologies for doing daily backups of servers in a computer room cannot get the job done in the 21st Century where data now resides in multiple environments. Old fashioned complex backup procedures are too slow and prone to human error. Worse yet, recovery is likely to be time consuming and might be incomplete if there was only a partial backup or data is lost due to a mistake during the manual process. Even the basic automated backup systems developed decades ago, are not up to the job.

In a global economy, many companies have offices and workers around the world. Data is being

created in Hong Kong and London and Los Angeles and Japan in businesses where work is done 24/7. This has eliminated the traditional nightly downtime when systems could be backed up on a schedule that now seems leisurely.

The major dilemma for IT professionals is that while there is more and more data to protect and increasing threats from cyber criminals, their department may not have the complete and easy-to-use tools to adequately do the job. This is a recipe for the post disaster of not being able to quickly and adequately restore systems after the original disaster whether natural or man-made. Too many companies are gambling on not being hit with a disaster that could cripple operations because they don't have the tools for fast and easy backup and recovery.

WHAT IS NEEDED NOW?
IT departments are being asked to do more comprehensive backups in an era where budgets and human resources may be smaller than in the past. The demands for faster data protection, and complete data protection can seem overwhelming. With perhaps a smaller staff, IT needs an easy-to-use solution with flexible interfaces to do faster backups and be ready with faster recovery times as Recovery Point Objectives (RPOs) and Recovery Time Objectives (RTOs) become more stringent. Complete data protection means protecting all devices including virtual, cloud and mobile.

Successfully meeting these new responsibilities for backup and recovery requires having a complete set of easy-to-use tools that are comprehensive enough to backup and restore every piece of data regardless of location, and easy enough to implement and use with a common interface, so even a small IT staff can handle the job.

GameChanger
GAME CHANGING TECHNOLOGY
FOR DISASTER RECOVERY

New Generation Data Protection Solutions Are Game Changers

New generation solutions protect any data, in any environment, across all locations and on any device. Disk-image technology, coupled with data abstraction, captures and stores all data in a universal backup format. These technologies capture any workload data; store it on any storage device; recover it to any platform, hypervisor, or operating system; and provide access from any remote device to reduce downtimes and deliver improved RTOs and RPOs.

ACRONIS: MAKING BACKUPS FOR FAST AND EASY RECOVERY
Acronis Backup 12 unifies backup of all your on-premise systems and cloud workloads using an easy and flexible web console. You can protect all your data whether it resides in on-premise or remote systems, in private and public clouds, or on mobile devices.

In the event of disaster, Acronis Backup 12 provides fast, one-click recovery of individual files, application data, complete systems or your entire IT infrastructure. Now you can get your business, your systems, and your data back faster than ever, even when data is stored in the cloud.

DON'T FEAR HARDWARE FAILURES
Acronis Backup's Universal Restore technology enables full system recovery to new or dissimilar hardware without any complications. That allows IT pros to skip the hassle of locating a machine of the same make/model or operating system. They can recover an entire disk image to any hardware—physical, virtual or cloud.

Acronis Backup 12 provides the fastest backup available. It is twice as fast as its nearest competitor according to the independent third party test by Network Testing Labs, available at http://www.networktestinglabs.com/Acronis-Backup-vs-Veeam.html, and provides 15-second RTO, dramatically reducing downtime. It is the most complete solution supporting 15 platforms, physical, virtual, cloud, workstations, and mobile devices. For IT departments challenged by lean

ACRONIS BACKUP 12 UNIFIES BACKUP OF ALL YOUR ON-PREMISE SYSTEMS AND CLOUD WORKLOADS USING AN EASY AND FLEXIBLE WEB CONSOLE.

staffing, Acronis Backup 12 is the easiest solution to work with, providing a unified web console with the option of being installed on-premises, or used directly in the cloud.

FEATURES TO MAKE IT'S JOB EASIER
Cloud and Local Web Console: IT has options to install an easy-to-use web console on-premises or they can access it directly in the Acronis Cloud. Accessible from any device, even a tablet, the touch-friendly console reduces backup work to a bare minimum.

■ **Physical, Virtual, Cloud, Applications:** Acronis Backup 12 is the only backup solution that protects your physical Windows and Linux servers; virtual Microsoft Hyper-V and VMware vSphere; Microsoft Azure VMs and Amazon EC2 instances; business applications; Windows PCs, Macs, iPads, iPhones, and Android devices.

■ **Microsoft Business Applications Protection:** Built-in application-aware, single-pass backup protects Microsoft Exchange, SQL Server, SharePoint, and Active Directory. IT pros can restore individual emails, folders, documents, databases, or entire systems.

■ **Acronis Instant Restore™:** IT can run any Windows or Linux (physical or virtual) backup on existing Microsoft Hyper-V or VMware ESX(i) host directly from backup storage. Recovery is so fast, your system can be up and running in as little as 15 seconds.

■ **Acronis Cloud Storage:** Acronis Backup 12 provides direct access to secure, offsite cloud backup in the Acronis cloud—secure tier-III datacenters all over the globe.

Find out more about the fastest, easiest way to do comprehensive backups and quick recoveries at **www.acronis.com**.