THE **6** DISASTER RECOVERY DOPPELGÄNGERS

WHICH ARE YOU?

### USE YOUR DOPPELGÄNGER TO CONQUER YOUR DR CHALLENGES

Zerto **iland**®

In the more than 20 years iland has been working with global companies on their cloud hosting needs, and over 10 years of offering Disaster-Recovery-as-a-Service (DRaaS), we've worked with a lot of customers.
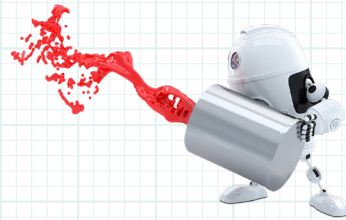
Not surprisingly, different customers in different industries take different approaches to the challenges presented by Disaster Recovery. **But, they tend to fall into one of six camps:**
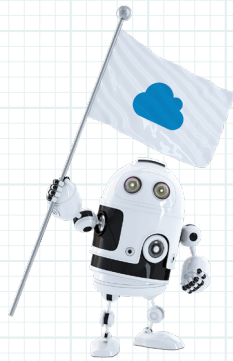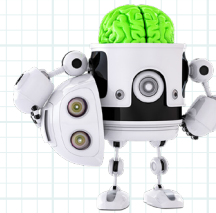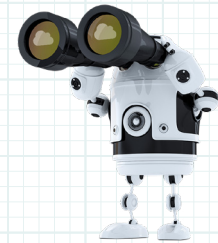
| THE OPTIMIST | THE REVOLUTIONARY | THE NAYSAYER | THE SCIENTIST | THE PROFESSIONAL | THE VISIONARY |

As with any "personality type," each brings his or her own strengths to the problem of identifying a solution, persuading the management team and executing the plan. By finding out which one or two apply best to you, you can learn from the experience of others and move forward with an action plan that is suited to your own disposition – and that of your company.

So, without any further ado – to the Doppelgängers!

Don't know who your DR Doppelgänger is? ➡ **TAKE THE QUIZ**

THE OPTIMIST

You're an optimist. You see the future is bright – and want DRaaS implemented as soon as possible. You probably have an existing, albeit inadequate DR solution in place, but you know cloud-based DR is a viable solution or approach that gives you more scalability and flexibility.

Your sense of enthusiasm and well-being goes so far that you get visibly excited about a new DRaaS plan [friends have been known to remark on that]. Your only concern is how soon it can be deployed.

CHALLENGES YOU HAVE CONQUERED – AND ARE STILL FACING

Optimists like you have done their homework on cloud-based disaster recovery. You've:

- weighed the risks and returns
- researched forums and chat rooms
- spoken to peers
- recruited analysts and consultants for advice and recommendations
- obtained analyst reports to determine who the predominant DRaaS vendors are, and how good a fit they'd be

Optimists like you are fortunate - they have the budget to go ahead with the project and the buy-in of executive leadership. Nothing can stop you now – other than finding the right DRaaS solution.

And that's your biggest challenge. You know disaster recovery plans are as different to each other as fingerprints. No two businesses are the same in terms of applications to be protected, RPOs, RTOs, growth rate and more. With that in mind, you're looking for a provider that will tailor a DR solution to your precise requirements.

WHAT DRIVES OPTIMISTS LIKE YOU TO DRAAS?

There are a number of reasons why an Optimist like you wants DRaaS:

- You may have experienced a DR event in the past or come close to experiencing one
- You may be facing the end-of-life for much of your hardware and don't want to purchase new equipment
- You may want to be rid of the headache of managing disaster recovery in-house in favor of a DRaaS solution – freeing you to spend more time on core business initiatives
- Your current DR plan consists of no more than a backup that exists on a server, tape, disk or some other medium that has to be stored offsite – where offsite can mean anything from a storage vendor-owned physical building to the trunk of someone's car

Security, access and scalability are all issues that Optimists like you encounter with your current DR plan, driving you to look into cloud.
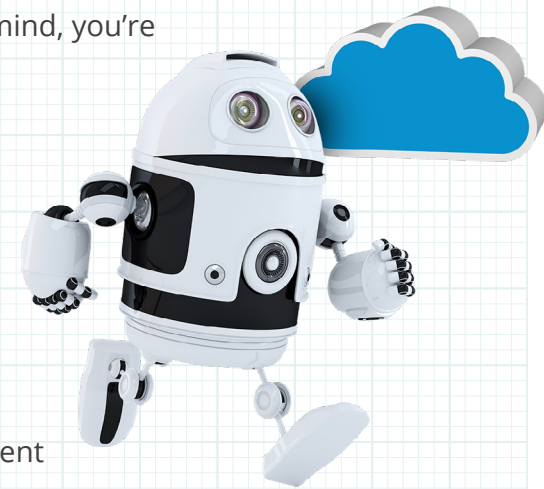
YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

With research into cloud-based DR completed, Optimists like you typically draw up a checklist of requirements a DRaaS provider must meet that include:

With your specific criteria, you will cull your provider list and start setting up meetings with each vendor to find out more about the DRaaS solutions they offer. Keep in mind that DRaaS is not just about technical specs, but also the quality of the customer service, on-boarding, and having a trusted partner in DR. If you aren't confident in your DRaaS solution, you won't pull the trigger when the time comes.

ILAND HAS HELPED OPTIMISTS LIKE YOU

We want to make every Optimist's cloud-based DR vision a reality.

We recently worked with a non-profit organization based in the US to put a DR plan in place. They needed a reliable, yet cost-effective, DR solution that would ensure there was no interruption to essential community services in the event of a disaster. After a disappointing experience with another provider that was unable to deliver a working solution, they partnered with us. Not only did we help them establish an effective DR plan, but we also enabled them to maintain their HIPAA and SOC compliance.

DRaaS REQUIREMENTS

✓ Data center location

✓ Cloud vendor support

✓ Price

✓ Ability to protect physical as well as virtual machines

✓ Choice of self-service or managed solutions/app tiers

✓ Network considerations

✓ End user access

✓ The division of labor between you and your provider

✓ Backup

✓ Secure cloud infrastructure

✓ Compliance support

We can help you assess your situation and get started on your next steps. →

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READ FULL CASE STUDY
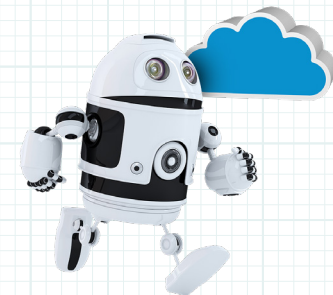
THE REVOLUTIONARY

You are a Revolutionary. You are spearheading the movement towards cloud-based disaster recovery. You're acutely aware of the risk your organization is running with the DR plan – or lack of one – currently in place. But you're up against some stiff opposition.

As the Revolutionary, you face a monumental hurdle in persuading others within your organization that DRaaS is the way to move forward – but despite these obstacles, you're tireless in your efforts to chip away at beliefs to the contrary.
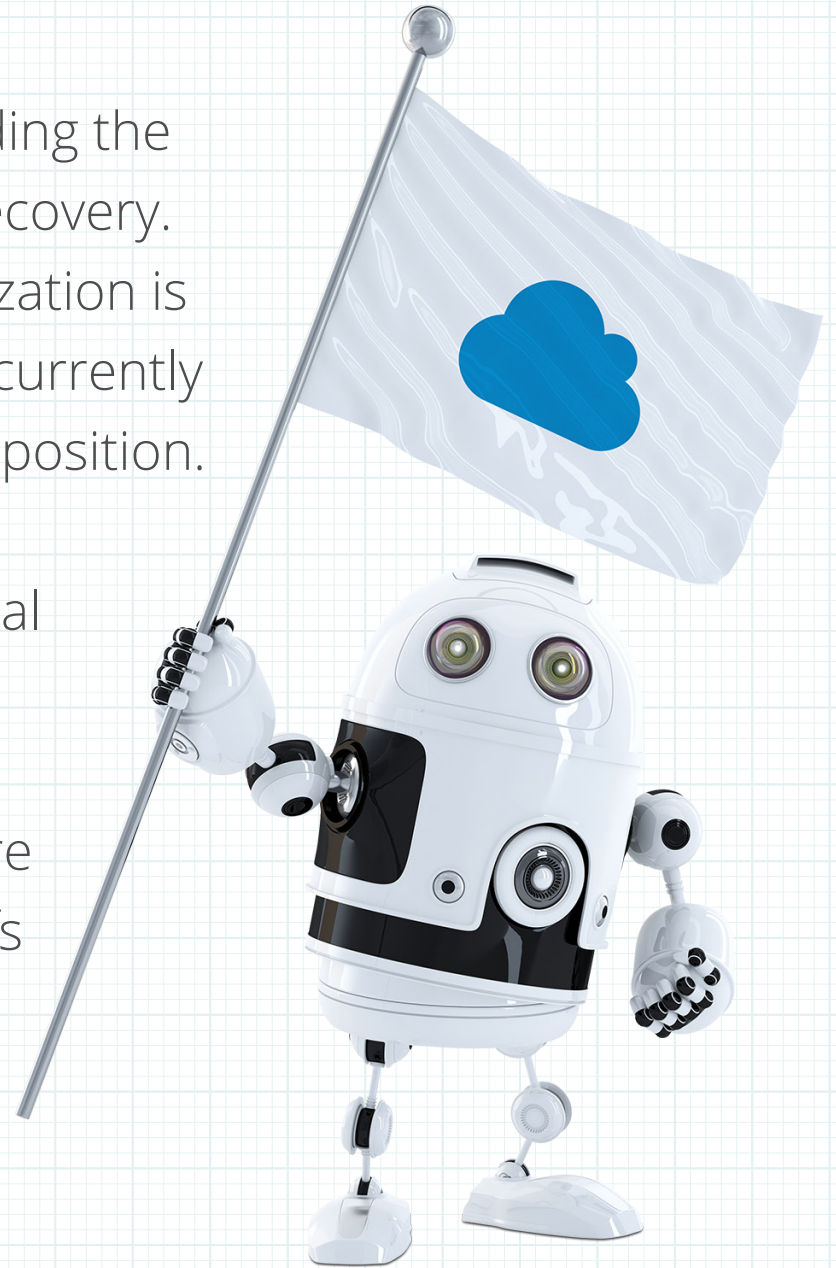
CHALLENGES YOU ARE FACING

- Revolutionaries like you are not afraid to do what's right for their organization – even if it means butting against some very hard heads

- You are desperate to move your organization's workloads to the cloud. And, you often get close to success. But then the hammer falls – usually by way of a senior executive(s) who does not have the same understanding or knowledge of cloud and is fearful and uncertain of it.

- Sometimes, the budget gets cut – usually by way of veto from the 'C' suite – and DRaaS is thwarted yet again as it is removed from the IT budget for another year.

WHAT DRIVES REVOLUTIONARIES LIKE YOU TO DRAAS?

Often, Revolutionaries like you have experienced a disaster event in the past – either at their current organization or a prior one – and are well aware of the pain inflicted in its aftermath. You definitely do not want go through that again.

In an age where immediate access to information is an expectation of customers, employees, partners and the senior team alike, you know the risk is high for an organization that either has no DR plan or a deficient DR plan in place.

YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

Revolutionaries like you see DRaaS as another form of insurance. Hopefully it will never be needed, but the odds are high when disasters cover such a wide range – from seasonal weather events to a server downed during an upgrade. So, how can you protect your organization's assets in such a precarious environment?
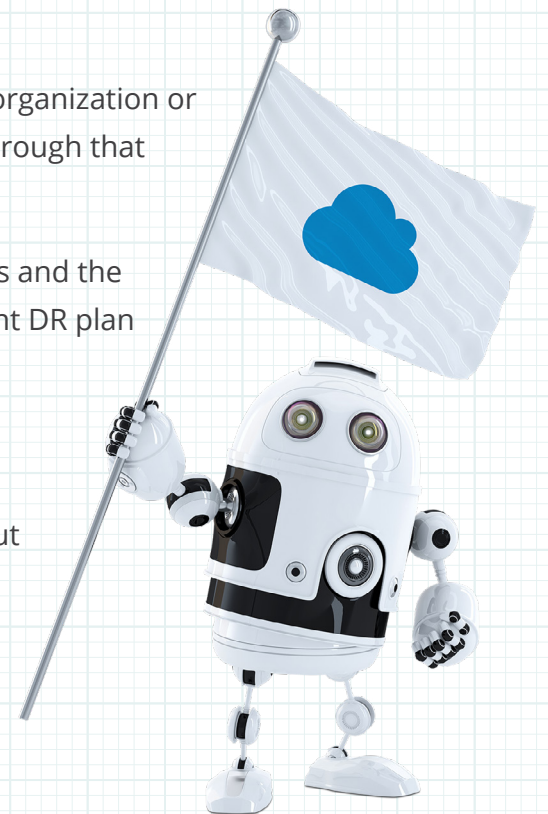
Never the type to give up, Revolutionaries like you:

- Educate cloud-averse colleagues about the benefits of DRaaS – and work on overcoming their concerns about the security, performance and costs associated with the cloud.

- Present statistics on the business effects of natural disasters, cyber-crime and human errors to communicate that disasters and their consequences can and do happen anywhere, at any time.

- Bring in the big guns – such as external expertise to allay the fears of moving to a cloud-based DR plan. This includes analyst reports, analyst recommendations, consultants and DRaaS vendors themselves.

ILAND HAS HELPED REVOLUTIONARIES LIKE YOU

There are hundreds of Revolutionaries striving to move to cloud-based DR and attempting to overcome their challenges.

We recently spoke to a business in the gas transportation industry that was challenged with legacy IT systems. Having experienced significant growth, the company reached the point where compute and storage requirements exceeded available on-premises capacity. It was time for DRaaS.

We were able to help them go from having no DR strategy in place to having a hybrid cloud DRaaS solution. Leveraging cloud services that include IaaS along with cloud-to-cloud DR and DRaaS for on-premises servers, this customer is at the forefront of cloud innovation in their industry.
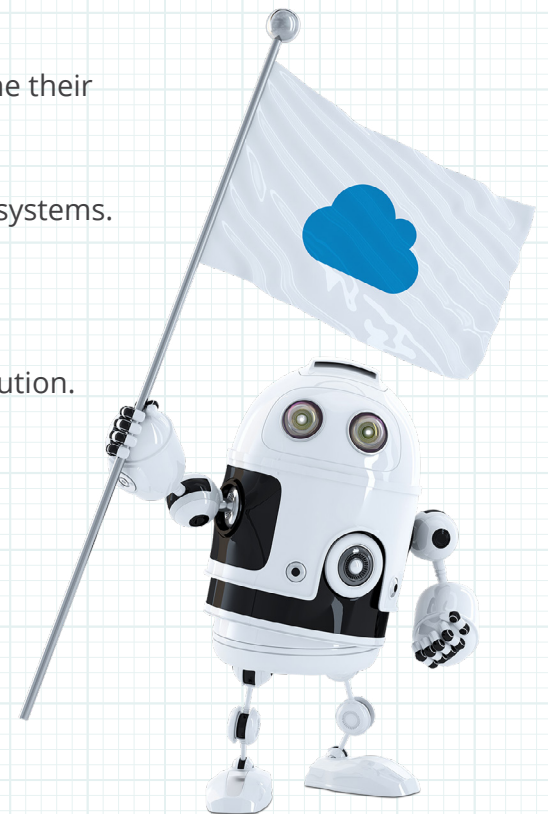
READ FULL
CASE STUDY

We can help you assess your situation
and get started on your next steps.

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THE NAYSAYER

Maybe you have been instructed by a senior executive to look into cloud-based DR or maybe you have been burned by an early cloud experiment gone wrong – but either way you are dead set against anything related to cloud and it's made you a bit of a naysayer.

Why? Typically it's because you're concerned about how this impacts your career and your role. Or, maybe you are concerned about the fallout should your cloud project go wrong. Or perhaps you're on top of the world as things stand today – and the switch to cloud seems unnecessary given that nothing is broken.

So you push back. You bring your best reasons and your keen know-how – but you push back, because you just are not ready for this.
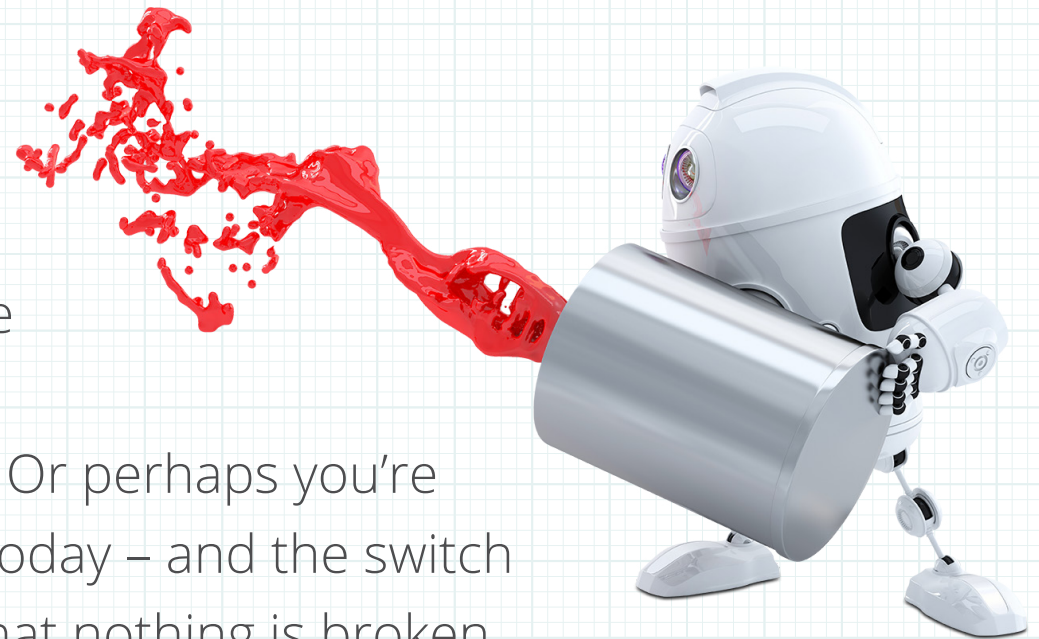
CHALLENGES YOU ARE FACING

Someone in the 'C' suite has been hearing the word 'cloud' bandied around for a while. Consequently, and in fear of being left behind by competitors, the 'C' suite member is questioning why you and the organization have not yet moved to cloud. This executive wants a timeline and an action plan.

That's the last thing you wants to hear! You don't want your applications and data sent into the abyss. You want to know exactly where everything is at all times. You want to see and touch your own servers. You want full control over those servers as well as the systems that reside on them.

Your biggest challenge is executing the necessary due diligence required to report back on cloud to the executive team member waiting for an answer. You may be going through the motions – even creating a "fair and balanced" list of pros and cons. But, you're not ready to take the leap... at least, not yet.

WHAT ULTIMATELY DRIVES NAYSAYERS LIKE YOU TO DRAAS?

It's usually someone else that convinces a skeptic like you to make the move to DRaaS. You've been instructed to do the research – and that may be what brings you here.

You've looked at the web sites of a few DRaaS providers. You've even talked to some of them and see a few demos. You may even go as far as creating a basic requirements list – normally skewed in favor of keeping DR in-house – to demonstrate you did the homework.
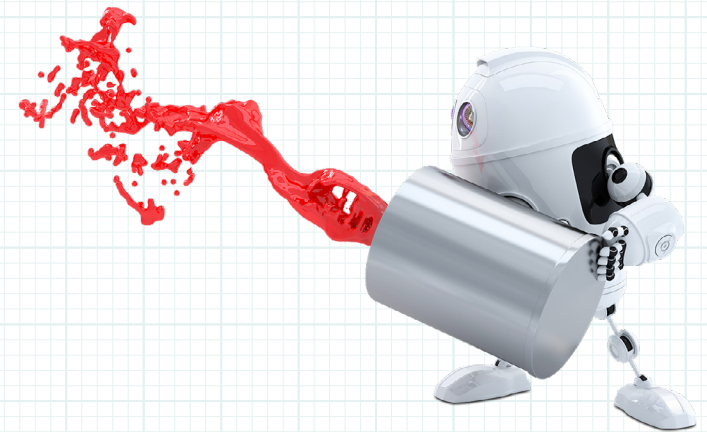
YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

Not all Naysayers ultimately come to the same conclusion about cloud. As you go through the cloud research process, you may learn there actually are benefits to moving to a cloud infrastructure. You can see how your job isn't at all in jeopardy – in fact, skilled practitioners are needed to make the most of DRaaS.

A few vendors offer you the ability to see into the cloud and control your cloud resources and costs. The iland Secure Cloud Console is one such tool that offers visibility and granular management of virtual machines, capacity, networking, security and more. With that kind of control, you should have no need to fear the unknown – you have full visibility into your resources and costs and can proactively manage them, along with backup should they need it. Your next step is to get educated, comfortable and prepared to make the move to DRaaS.

ILAND HAS HELP FOR NAYSAYERS LIKE YOU

There are many Naysayers reluctant to move to cloud – particularly those in highly regulated markets such as finance and healthcare.

We spoke to a customer recently that had been asked to compare cloud with their in-house DR infrastructure. The customer was afraid to house sensitive data such as customer healthcare information in the cloud, but had been instructed to check it out as an alternative to an on-premises solution.

It's not easy to evaluate options that are against your basic philosophy, but this customer did – and while they didn't establish a comprehensive DRaaS plan, they did begin to tiptoe in the water with a few key applications. Maybe, with some experience in the cloud, that customer will turn into an advocate over time.
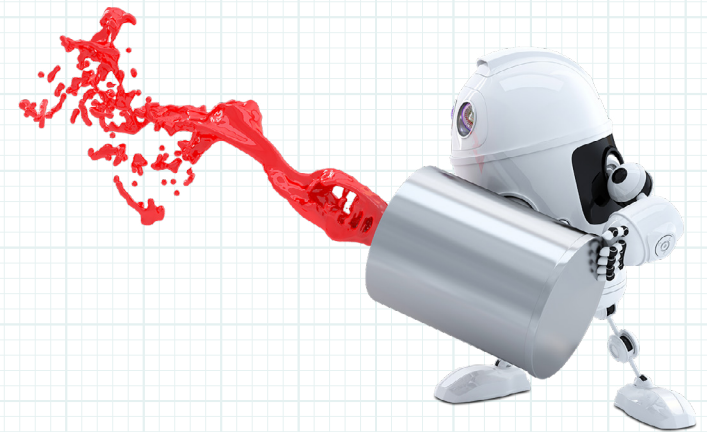
**We can help you assess your situation and get started on your next steps.**

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THE SCIENTIST

You are a Scientist. You have dipped your toe into the water and protected some of the organization's information assets with DRaaS. You've got some virtual systems covered – particularly the VMware-based ones. But, you realize that your entire DR problem has not been solved.

There are other systems – physical systems, for example – which were not as easily managed through main-line DR solutions. In fact, you are looking more holistically at this whole DRaaS situation – in the context of a growing non-DR cloud need. The time for experimentation is over – it's time to roll things out, with the right provider.
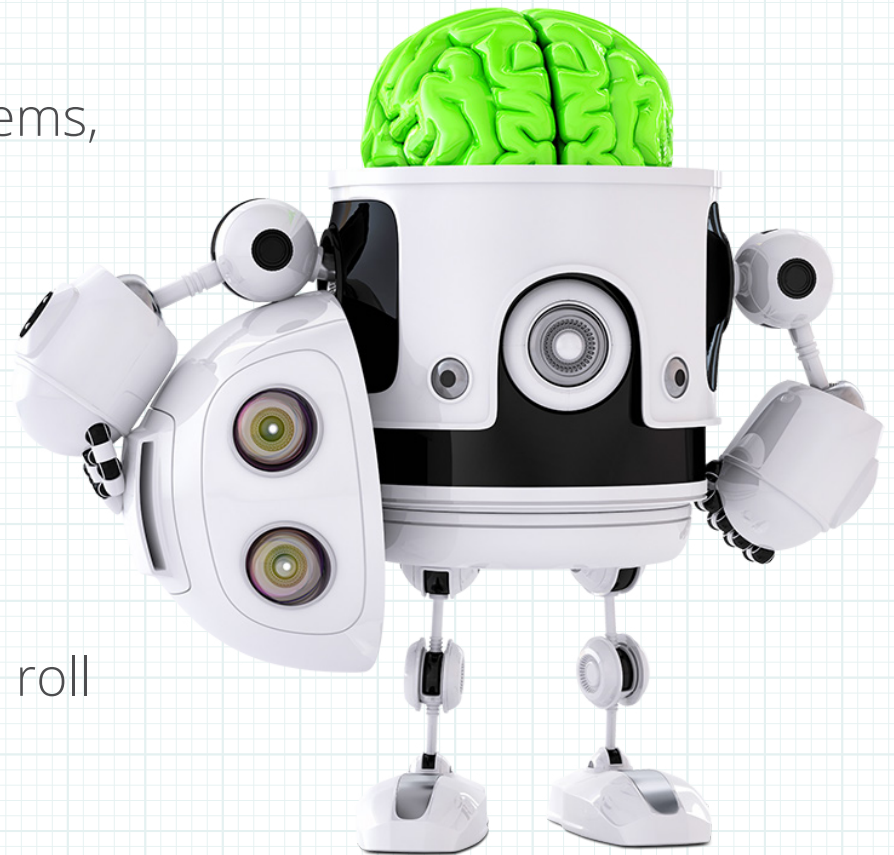
CHALLENGES YOU ARE FACING

Scientists like you have experimented with disaster recovery by protecting some of your organization's virtual assets with DRaaS. You've discovered the benefits of failing over systems and data to a cloud platform and then failing back as needed. It's been straightforward, and you can see how it increases confidence in DR – which will mean more success in the event of a real disaster.

Your present challenge is rolling this out at scale – inventorying your entire at-risk footprint, and identifying a provider that can protect it all, not just a handful of simple VMs. That's going to take some leg work, as physical systems and legacy systems tend to hide in the corners of the data center. And, they tend to be critical to operations.

Identifying a provider that can address your broader DR needs – that too is a challenge. But, you're eager to face it all with your rigorous approach to progress.

WHAT DRIVES SCIENTISTS LIKE YOU TO DRAAS?

Once Scientists like you have experience with DRaaS for non-mission critical applications and realize the scalability, cost-effectiveness and production-type performance to be gained from disaster recovery in the cloud – there's no stopping you.

You know that half the problem is technical, and sandboxing a solution helped overcome that hurdle. You're also aware that half the DR challenge is organizational – when the moment comes to pull the trigger, many fail to declare an emergency because they fear the cost or success of the DR plan.

DRaaS, the testing available, and the comprehensive nature of the solutions address both elements. Now, you are focused on how all of your company's systems can be protected. You're not afraid to try different DRaaS vendors because you know the right fit is important – and you've learned that no two disaster recovery plans are ever the same.
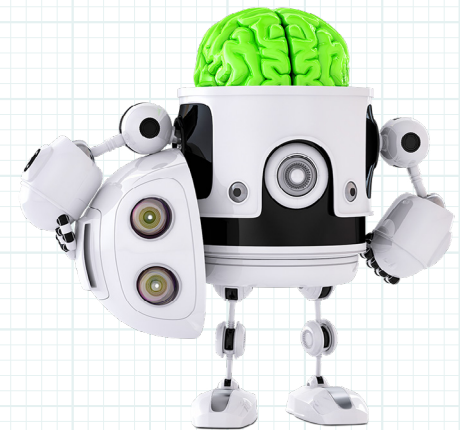
YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

The challenge of scaling your DRaaS footprint can be overcome easily for virtual workloads. Vendors abound with solutions for that – though their SLAs, RPO and RTO capabilities, compliance status and locations are all worthy of consideration.

The greater challenges are associated with physical equipment and broader DR planning. You'll be looking for a vendor who provides a holistic approach to DR, which begins with understanding the totality of your footprint, including legacy systems, and the details of your needs, including end-user connectivity, compliance requirements, customer support and more.

Solutions do exist to protect all types of systems in the cloud, and can replicate from physical-to-virtual, or even physical-to-physical systems. A good DR provider won't leave you alone to architect this complete solution – they'll dive in with you, and help identify any details that could trip you up. After all, you might be a leading DR scientist, but they really ought to be the experts.

ILAND HAS HELPED SCIENTISTS LIKE YOU

READ FULL CASE STUDY

DRaaS is often the first experiment with cloud for Scientists like you.

This was the case at a large architectural design organization in EMEA that required DRaaS to protect mission-critical systems used in multi-million dollar projects. They addressed their entire footprint holistically, protecting both their physical and their virtual systems. iland helped them design a DRaaS solution that married Zerto technologies for virtual systems and Double-Take for physical systems, protecting all of their critical computing resources in the event of a disaster.
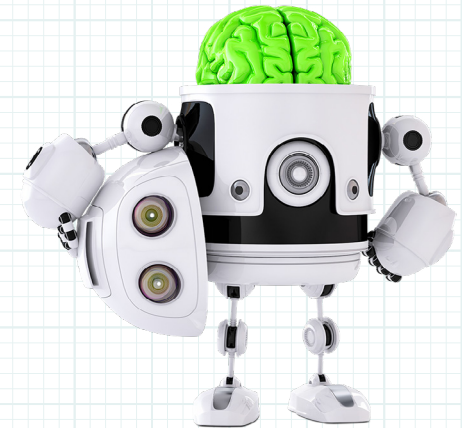
Now, they are augmenting their DR plan with IaaS resources provided by iland, in support of new initiatives and new applications.

Hear straight from the customer here.

**We can help you assess your situation and get started on your next steps.**   **CLICK HERE**

THE PROFESSIONAL

You are a Professional. You are no stranger to cloud. You have both non-and mission-critical systems in the cloud, running in Infrastructure-as-a-Service environments. But, you want to ensure that your whole IT footprint – on-premises, virtual, physical and cloud – are all protected in case of an emergency.

You recognize that your current DR plan lacks the specific requirements and attention to detail that you apply to the rest of your IT footprint. That's not how your shop should run – with on-premises workloads being protected, but cloud workloads left to the SLA negotiations of your procurement team. To protect your cloud-based services, you turn to cloud-to-cloud DR.
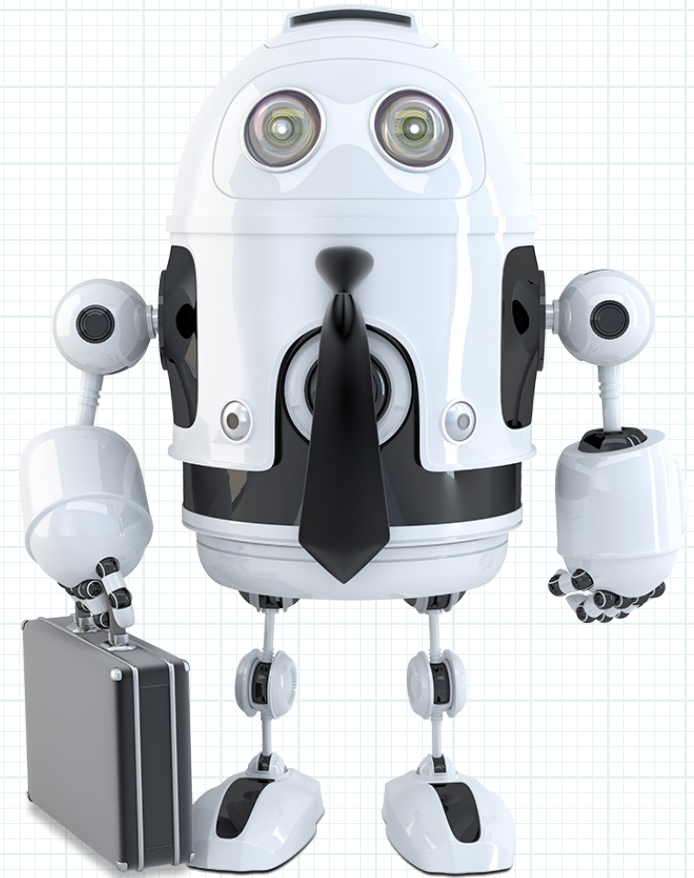
CHALLENGES YOU ARE FACING

Although you've been using cloud for a while – usually either in a production, test and development, or SaaS capacity – you have yet to consider protecting workloads by failing over to another cloud

- Typically, Professionals like you have a DR plan already in place. But that plan struggles to keep up with the increased capacity required by a growth company. And it can be difficult to test at the best of times, so who knows whether it will actually work in a real disaster event.

- With cybercrime concerns increasing and adverse events like faulty system updates impacting uptime, disasters are ever present. You know this – and are taking on the task of finding a DR solution and data center location that will meet your requirements.

- If you're at a global company, you often face data sovereignty challenges and need assurance that data will be housed in a location that meets that requirement.

WHAT DRIVES PROFESSIONALS LIKE YOU TO DRAAS?

For many organizations, using cloud to host workloads for production, test and development or SaaS is often seen as a protection mechanism in and of itself. However, there's always a chance that a data center could go down – major clouds regularly experience outages with negative impacts on the businesses that rely on them. Those clouds also tend to have lax SLAs – so recourse is unlikely. To protect against these events, it is prudent to ensure workloads can fail over to another cloud – in another data center.

With considerable cloud expertise under your belt, you know that to maintain a tight grip on the security and protection of an organization's data and applications, a secondary cloud location is required as a failover site – preferably in a location far from the original, but still within the same country.

YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

Finding the right DR provider is a priority for Professionals like you. Secure protection of your organization's digital assets is vital. Doing it in the most cost-effective and efficient manner is a challenge.

Cloud-to-cloud disaster recovery is not a common offering. Not unlike Cinderella and her glass slipper, many DRaaS vendors attempt to fit their inflexible, standard solutions to your problem area, but you're not interested in a hack.

Your challenge will be to find a straightforward solution to two individual problems – first, can you host your IaaS and other cloud workloads in a cloud with C2C options built in? Second, can you replicate from a different cloud vendor's infrastructure – and what will that DR plan look like? And, of course, you'll want to find a vendor who takes a professional approach to customer service.

Both solutions are available from vendors like iland – protecting workloads on the iland cloud in other locations, and protecting workloads on other clouds by replicating back to iland.

Typically, Professionals who have experience with cloud when using it for production and test and development, tend to find it easier to implement a DRaaS strategy.

READ FULL CASE STUDY

ILAND HAS HELPED PROFESSIONALS LIKE YOU

This was the case for one manufacturing entity in EMEA. Because of the trust built up following the customer's very successful use of iland's cloud for production workloads, DRaaS was the logical, next step in the relationship. The customer's existing DR strategy could neither meet RTO's nor be tested easily. Realizing a more robust solution was required; the customer turned to iland for help and deployed a flexible and scalable cloud-to-cloud solution that met its DR requirements.

We can help you assess your situation and get started on your next steps.

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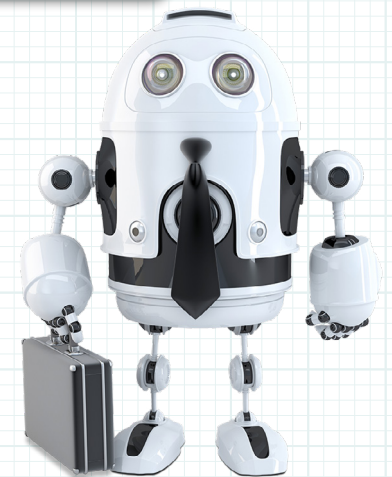
THE VISIONARY

You are a Visionary. You currently protect all of your organizations' applications and data with cloud-based DR and the experience has generated ideas for using cloud in other ways. Most of the inertia and trepidation of the company is behind you – and now you can move boldly forward to support innovation and agility in more ways.

You are now ready to take that next step of moving new and existing applications to the cloud and using the cloud as a sandbox for development and testing. The list of requests for cloud services currently sitting with IT is long, and you're ready to start tackling them with this new tool in your arsenal.

CHALLENGES YOU HAVE OVERCOME – AND ARE FACING

DRaaS has enabled Visionaries like you to become comfortable with cloud – its nuances and foibles; its advantages and disadvantages; its capabilities and limitations. DRaaS has allowed you to get a feel for cloud and what it entails.

The next challenge for you isn't related to DRaaS. Rather, it is determining if and when the business should move other applications to the cloud – including production systems, test, and development. By analyzing existing systems and new systems to be implemented down the road, you're learning what should and should not be moved to cloud.

This challenge is often brought into sharp perspective when physical infrastructure is nearing end of life and a major decision must be made – either incur a capital outlay for more equipment or move to a cloud alternative. With your experience in DRaaS, you can better assess the tradeoffs.

WHAT DRIVES VISIONARIES LIKE YOU TO IAAS?

With DRaaS in place, you now have a good understanding of cloud costs and resources. If you have had the opportunity to test your DR plan, or been forced to invoke it due to an event, you have direct experience with the cost, flexibility, performance, and scalability benefits of cloud.

Typically, Visionaries like you will initially migrate your production applications that are not mission-critical. After a period of using public cloud infrastructure for these applications, you may then look to move mission-critical systems.

For organizations that have been around for a while, there are sometimes applications that will not be moved to public cloud. This often happens because they are legacy applications or there are security concerns. But even if these are not in the cloud, they can be protected as part of the organization's DRaaS plan.
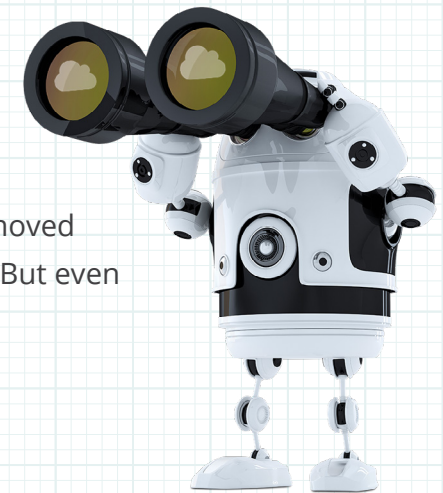
YOUR NEXT STEPS: OVERCOMING YOUR CHALLENGES

With a move to IaaS, the challenge for Visionaries like you becomes one of data and systems migration. **Luckily, there are options for moving workloads easily to a cloud environment:**

- DR is really live migration because data is replicated from one location to another. The same DR tools can be used to migrate production workloads to a cloud environment with almost no downtime.

- Alternately, if you have an on-premises VMware-based virtual environment, you can use VMware vCloud Connector, a free download tool available from VMware, to migrate workloads to a VMware-based cloud, like iland.

- For a physical system that must remain physical, there are often options to provision physical systems in the cloud, if that is required. Those can be co-located custom systems, or standard bare-metal resources. But, for some applications, cohosting the physical systems enables moving the entire application into the cloud.

Options exist for smoothing the migration process. Typically, you'll start with more straightforward workloads and grow from there – but it is important to identify a cloud provider up-front who can address what you will ultimately require.
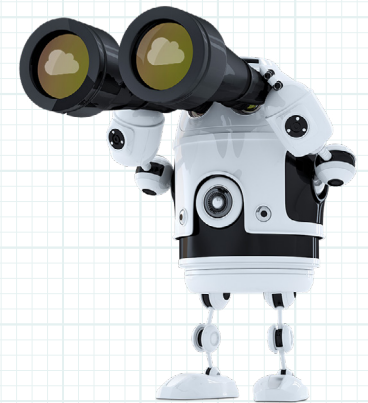
READ FULL CASE STUDY

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ILAND HAS HELPED VISIONARIES LIKE YOU

Visionaries find the step from DRaaS to IaaS to be a relatively straightforward one.

A Visionary at a Florida-based insurance company had been using cloud-based DR from iland for some years. He was recently faced with the dilemma of whether to purchase more servers to run a new application that required a great deal of horsepower or move the application to the cloud.

Very comfortable with the DRaaS he had in place with iland, the company decided to run the new application in a public cloud belonging to the same vendor. He was comfortable with iland's service levels, support relationships and even the sales process, making the decision and the transition an easy one. The flexible pricing model allowed him to burst and use more resources when extra capacity was needed – and steadily, his cloud footprint grew.

iland guides customers through the DRaaS adoption and ongoing management process with industry-leading support and onboarding. The iland Cloud Services team, who are dedicated to customer onboarding, follow a proven onboarding methodology that smooths the transition to cloud-based DR for customers.
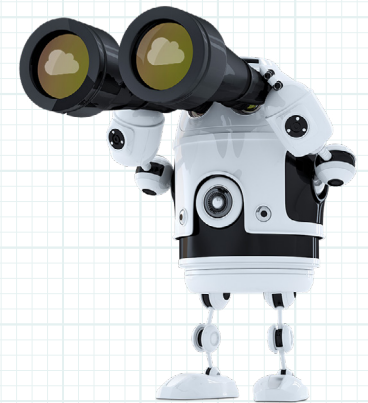
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NOW WHAT? ILAND IS HERE TO HELP YOU REACH YOUR DISASTER RECOVERY GOALS.

Disaster Recovery is a challenge that almost all businesses face. And, every IT leader in these organizations has their own approach to solving this problem. Whatever your DR Doppelgänger is, there is a path to success both for you and for your organization.

iland's Disaster-Recovery-as-a-Service allows your IT workloads to be replicated from virtual or physical environments to our high-availability cloud infrastructure. With over a decade of disaster recovery expertise, we can go far beyond simple backup to ensure all your key workloads are protected – and the disaster recovery process is tuned to your business priorities and compliance needs.

We know from experience that disaster recovery plans are different for each organization. Our solutions are built around that premise. Which is why we partner with Zerto, Veeam, VMware and Double-Take to bring the best replication technologies to our customers worldwide. For customers running their production workloads in our cloud, we also provide cloud-to-cloud recovery.

iland is here and eager to support you in achieving your DR goals, as we have done for countless other companies. As a next step, consider:

- Exploring our Cloud Disaster Recovery offerings

- Reading up on iland in Gartner 2017 report "Magic Quadrant for Disaster Recovery as a Service."

- Speaking with an iland representative, who will gladly answer questions, discuss your particular needs, and architect a solution unique to your company

We look forward to hearing from you!

About Zerto

Zerto helps customers accelerate IT transformation by eliminating the risk and complexity of modernization and cloud adoption. By replacing multiple legacy solutions with a single IT Resilience Platform, Zerto is changing the way disaster recovery, data protection and cloud are managed. With enterprise scale, Zerto's software platform delivers continuous availability for an always-on customer experience while simplifying workload mobility to protect, recover and move applications freely across hybrid and multi-clouds. Zerto is trusted by over 6,000 customers globally and is powering resiliency offerings for Microsoft Azure, IBM Cloud, AWS, Sungard and more than 350 cloud services providers.

Learn more at Zerto.com or register today to join us in Boston at ZertoCON in May.

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About iland

iland is a global cloud service provider of secure and compliant hosting for infrastructure (IaaS), disaster recovery (DRaaS), and backup as a service (BaaS). They are recognized by industry analysts as a leader in disaster recovery. The award-winning iland Secure Cloud Console℠ natively combines deep layered security, predictive analytics, and compliance to deliver unmatched visibility and ease of management for all of iland's cloud services. Headquartered in Houston, Texas and London, UK, iland delivers cloud services from its data centers throughout the Americas, Europe, Australia and Asia. Learn more at iland.com.