

The Disaster Recovery Difference

Backup versus Disaster Recovery: Making the Right Assessment

In data protection, recognizing when a data loss event is a minor blip versus a major catastrophe adds tremendous value for our customers – determining the action taken and the impact to their bottom line. Often times backup is mistaken for disaster recovery, although having a good backup is a component of a disaster recovery plan the two are not one in the same solution.



Data Protection Tools

We ensure our customers understand the basics of cloud backup and disaster recovery before disaster strikes.

Recovery Time Objective (RTO) is the targeted duration of time and a service level within which a business process must be restored after a disaster (or disruption) in order to avoid unacceptable consequences associated with a break in business continuity.

Recovery Point Objective (RPT) Recovers critical data quickly and remotely whenever any serious outage risks a company's reputation and bottom line.

Disaster recovery as a service (DRaaS) Delivers instant recovery services by running systems in an off-site data center. Businesses can operate remotely while normal processes are restored. Use-cases include local data loss due to human error, software and hardware failures, malware attacks, and natural disasters.



Critical Decision Points

Companies need to run the numbers to establish the basic requirements they have to keep running. This information clarifies two key pieces of information: the recovery time objective (RTO) and the recovery point objective (RPO).

For example, for an online retailer that's built its brand on efficient customer service, any downtime can be disastrous. A landscaping business can likely tolerate more downtime before it affects customers, so the restore priorities would be different.

Pro Tip

The financial cost of downtime becomes self-evident, but these numbers still need to be weighed against the risk of intangible losses, like reputational damage.

