Disaster Recovery Webinar
August 11, 2015

SPEAKERS

Marcelo Oliveira, Product Director, Cable & Wireless

Marcelo has several years of experience in Information Technology, having worked with organizations in multiple industries such as banking, software, manufacturing, consulting, training, and telecommunications. Having worked in diverse areas such as computer programming, business analysis, marketing, sales, and finance he has successfully created and delivered value for clients. Recognized as a thought leader in the Cloud computing arena, Marcelo has written articles, white papers, and presented on multiple industry conferences and client presentations.

Marcelo holds a Business Management degree and a Finance Master's degree from California State University. He also holds specialization degrees in marketing and information technology.

In 2007, Marcelo and his family moved to Canada to work for Bell Canada and Global Knowledge. In 2011, Marcelo joined Columbus Business Solutions as a Senior Product Manager of IT solutions and currently, he is Product Director of IT Solutions for Cable and Wireless Business. Marcelo and family reside in Weston, Florida.

IT knows IT. Business people do NOT

- **"I need an IT partner in everything I do."** Chief Marketing Officer Shelly Stotzer

- A CMO needs someone **that knows what is posible** and can wring a fix, **not someone that waits** for me to come up with a Project.

IT needs time to educate business people how to use IT to create new distribution channels, products, marketing campaigns, go-to-market strategies, ...

Develop _sustainable_ competitive advantages

What is Business Continuity???

- It is an organization's ability to deliver products and services – at acceptable levels – following an incident (that produces abrupt rupture)

- It is a series of processes that allow organizations preserve the continuity of the operations of their critical processes in the event of a contingency situation

- It is a series of processes that go into action to salvage the organization's assets and allow its survival in contingency events

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What is Disaster Recovery???

- It is a series of procedures that allow organizations to preserve the continuity of their technological environment that supports critical processes in case of a contingency

- It is a series of procedures that allow organizations to preserve the continuity of their critical systems that support critical processes in case of a contingency
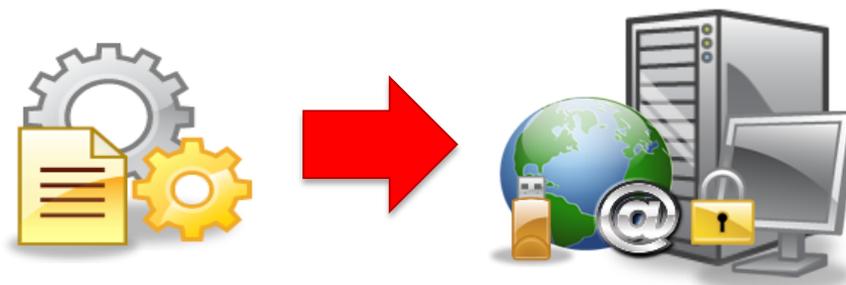
What is Business Continuity Management?

- Coordinated activities to administer, manage, and control the continuity strategy of an organization

- It is the processes of planning, implementing, and managing the strategy of Business Continuity of an organization to ensure its survival and efficiency over time

- It is the process of administration of the strategy of Business Continuity or Disaster Recovery of an organization

What is the cycle of Business Continuity Management???
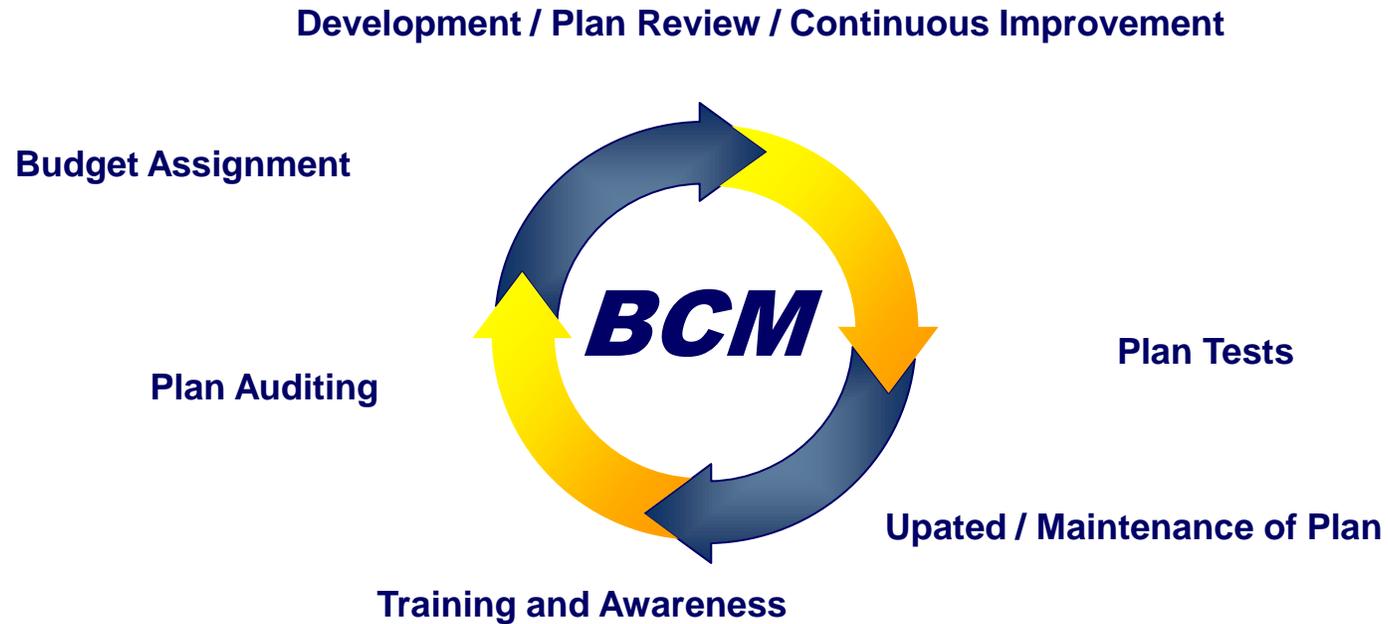
Development / Plan Review / Continuous Improvement

Budget Assignment

Plan Auditing

BCM

Plan Tests

Upated / Maintenance of Plan

Training and Awareness

BCM: Business Continuity Management

OK...But...
What are the causes???
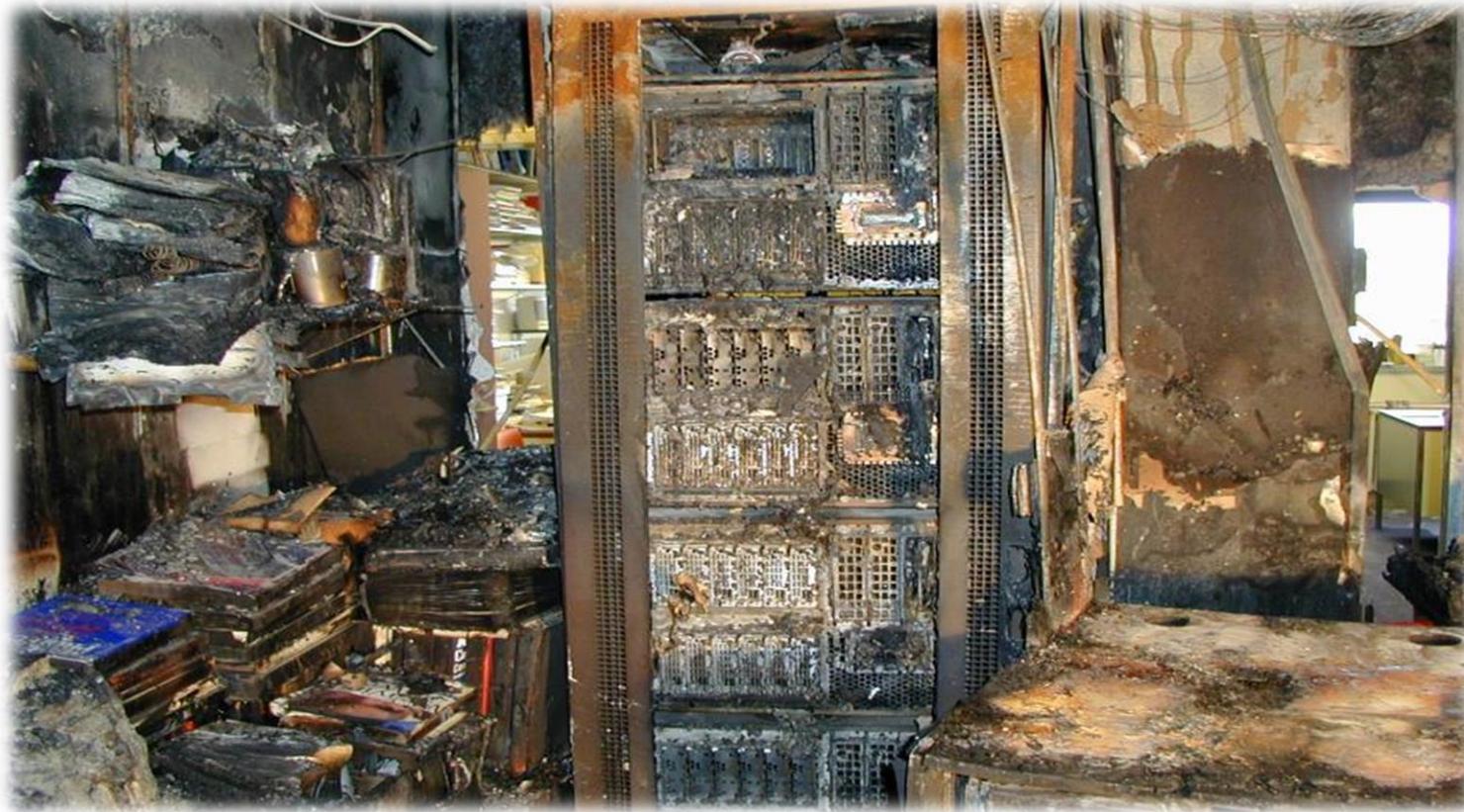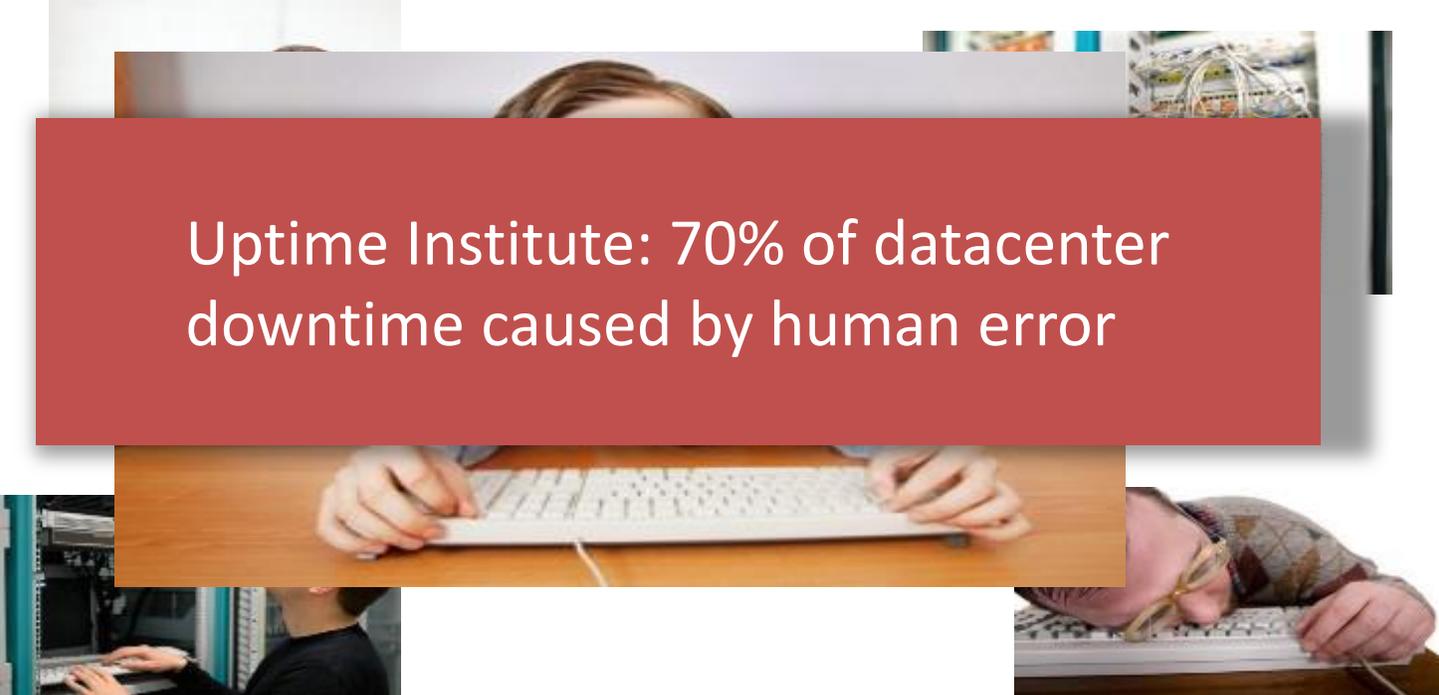
Uptime Institute: 70% of datacenter downtime caused by human error

FIG. 9   Factors Causing Downtime
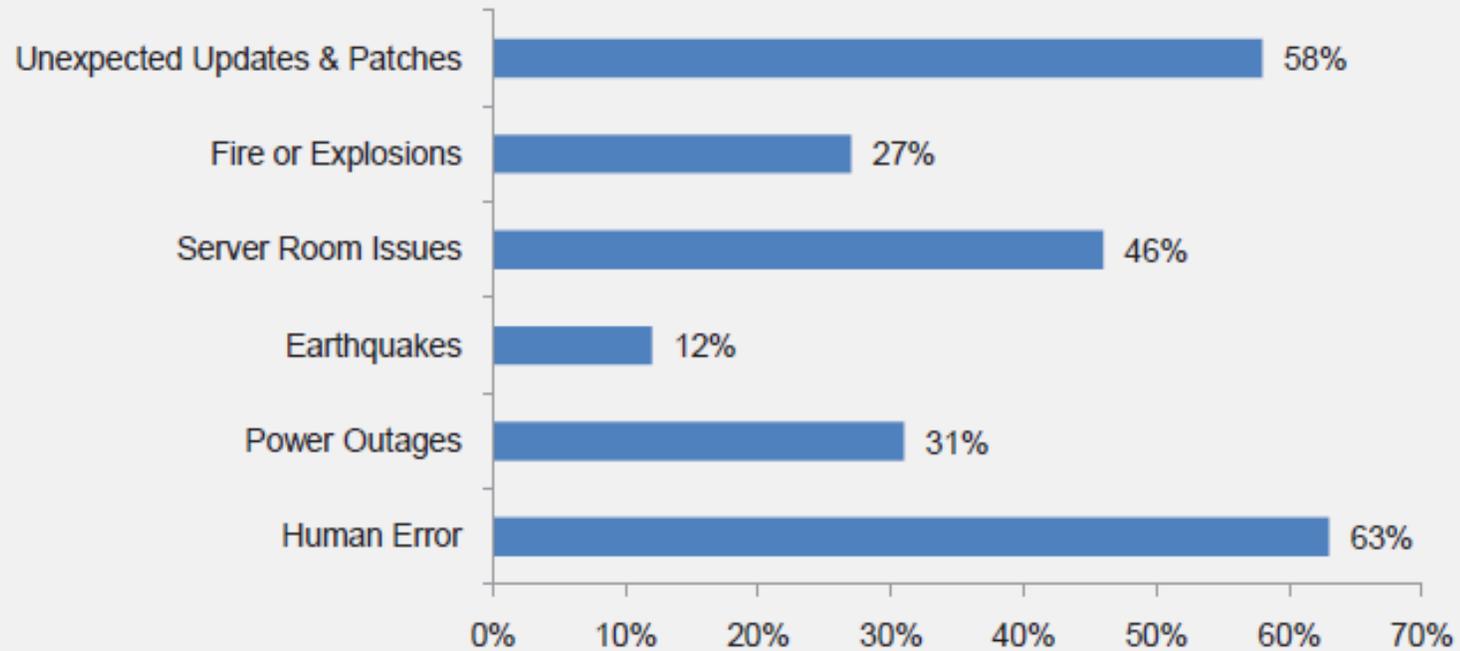
Source: The National Archives and Records Administration (NARA), U.S., U.S. Small Business Association, Primary Interviews

Think of DR as recovering from STRESS, not just Disasters.

What About?

- Performance?

- Reporting?

- Maintenance?

- Security Incidents?

  - Virus, external hacker, internal

Downtime Costs: Financial, Legal, Reputation, Loss of Clients, etc.

TABLE 10   Downtime Cost Analysis by Type of Company, 2013 (US$)

Content	Small Companies	Mid-sized Companies	Large Companies
Average cost of downtime per hour	$5,900	$68,000	$1,125,000
Average number of disasters on yearly basis	1.5 times	3 times	2.7 times
Average length of each disaster per individual occurrence	2 hours	3.25 hours	Half hour
Total cost per year	$17,700	$663,000	$1,518,750

Source: Primary Interviews, Transparency Market Research, 2015

Then... How do we Plan?

KEY Variables in Continuity: RPO x RTO …

Last point in time where backup was performed

Systems Restored

Disaster

Time

How Far Behind?

How Long to Restore?

RPO

RTO
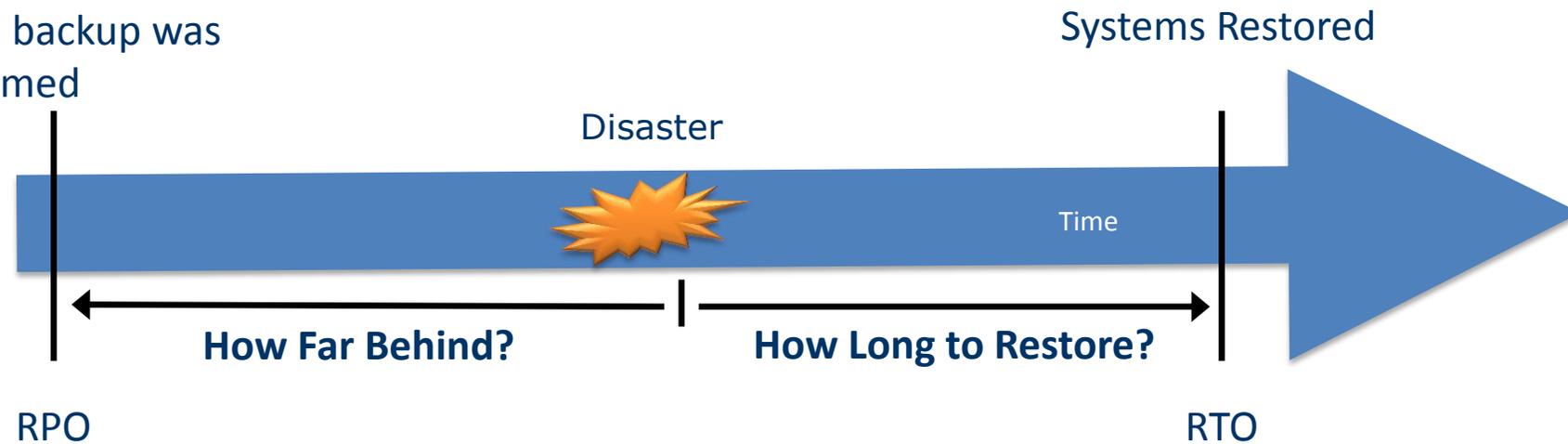
RPO – Response Point Objective
RTO – Response Time Objective
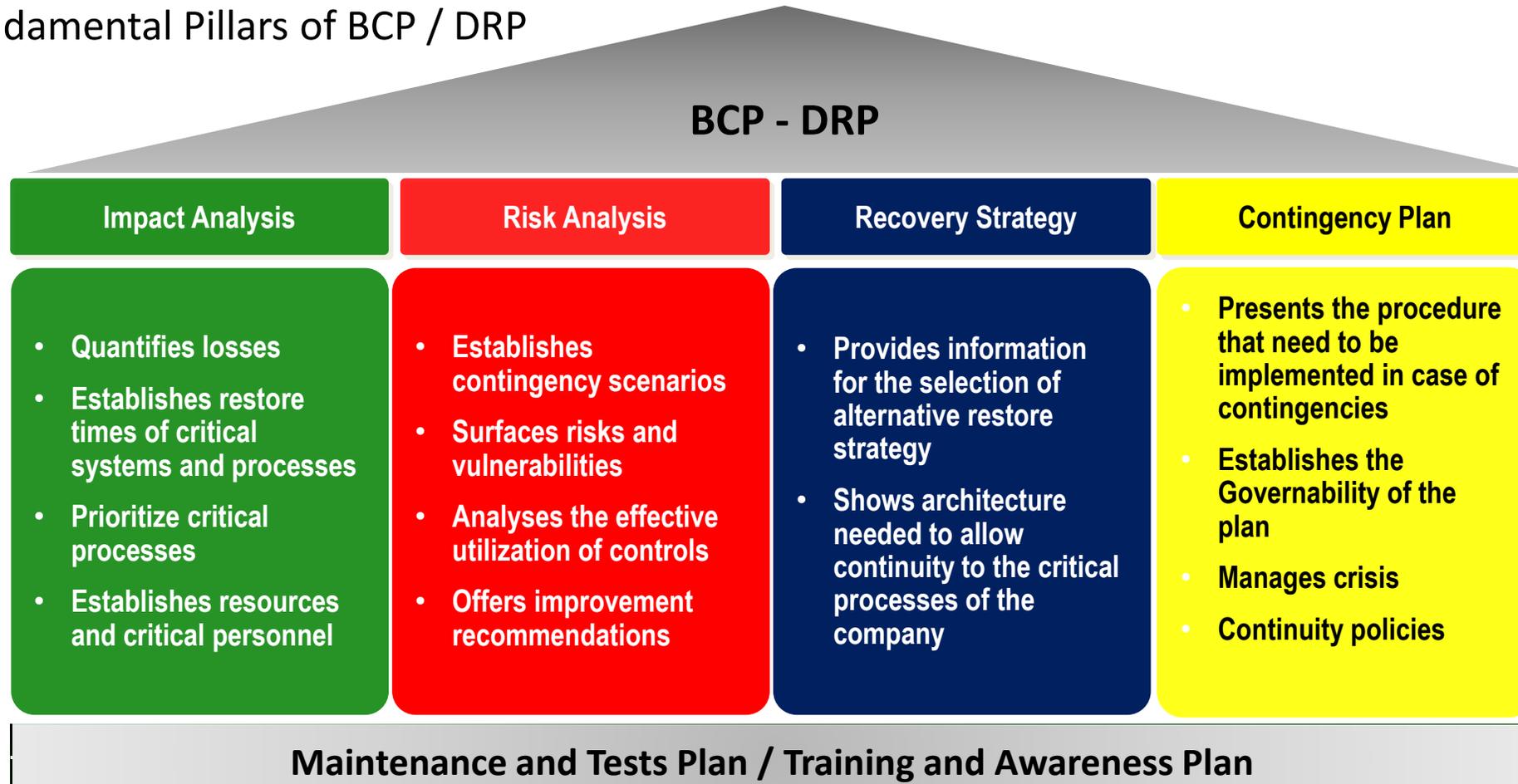
Two Options:
Traditional DR or DRaaS

FIG. 14   Cost Analysis of DIY DR and DRaaS

Capital EX — DIY/Traditional DR: $130,000

Operational EX (Year 2) — Cloud Based DR/DRaas: $66,000; DIY/Traditional DR: $75,500

Operational EX (Year 3) — Cloud Based DR/DRaas: $66,000; DIY/Traditional DR: $75,500

Operational EX (Year 3) — Cloud Based DR/DRaas: $66,000; DIY/Traditional DR: $75,500

Legend: ■ Cloud Based DR/ DRaas   ■ DIY/ Traditional DR
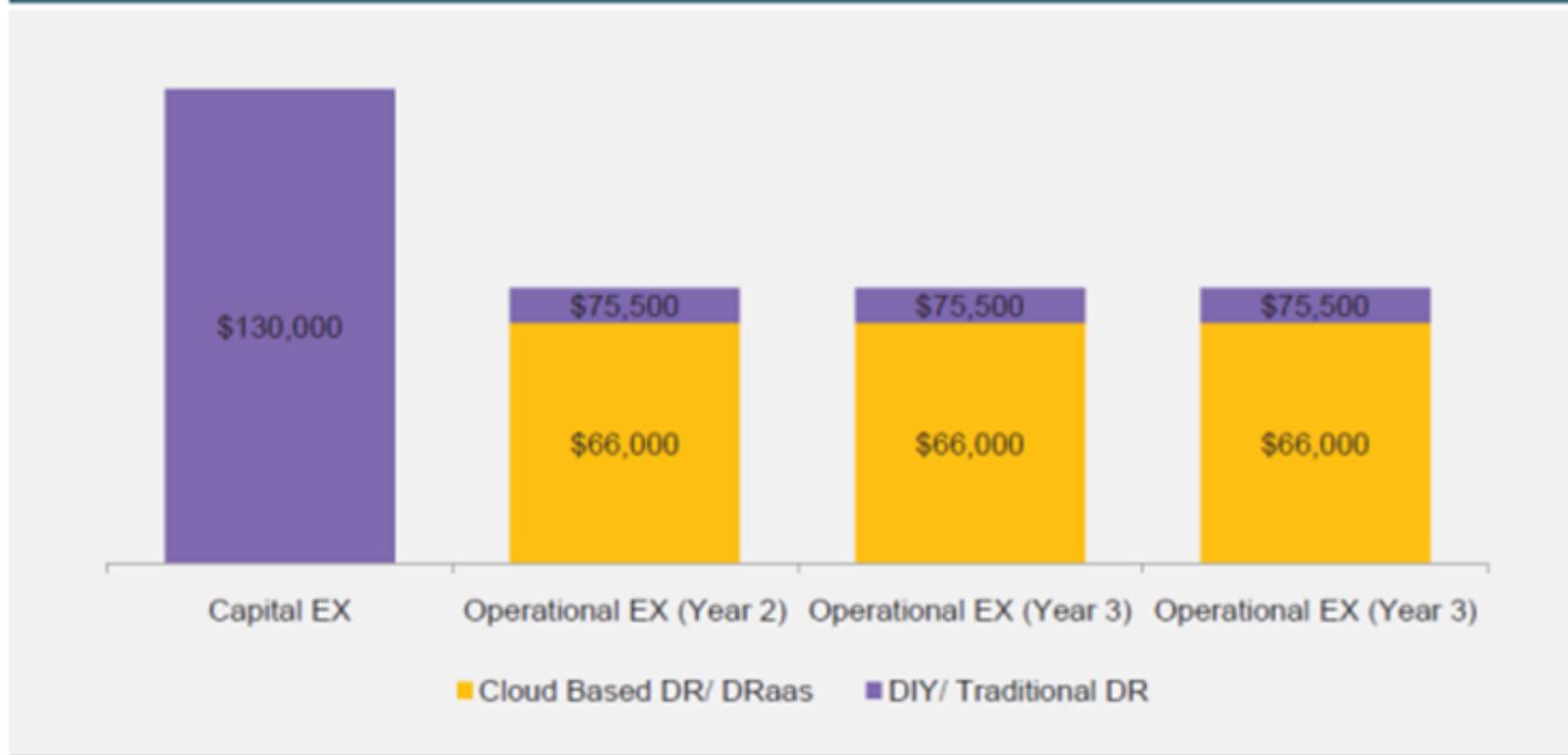
Source: Secondary Research, Vendor Price Analysis, Primary Interviews, Transparency Market Research

Traditional BC/DR Solutions

No need to failover entire datacenter

Traditional DR
One Fails, Move Everything
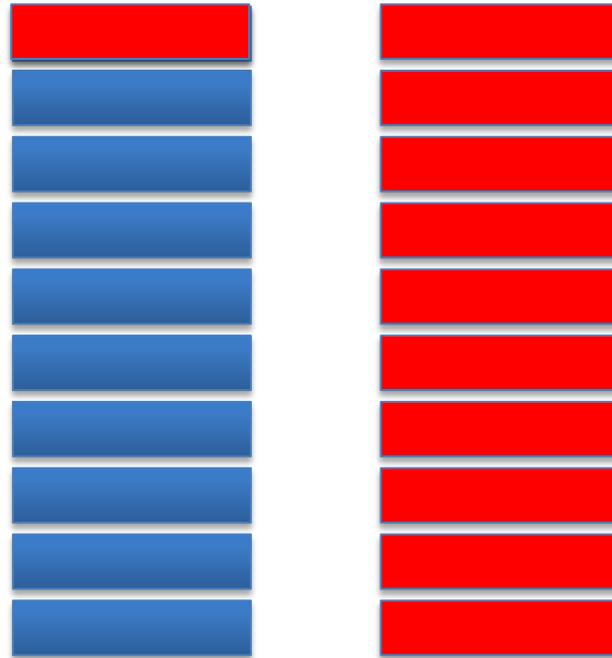
DRaaS
One fails, move one
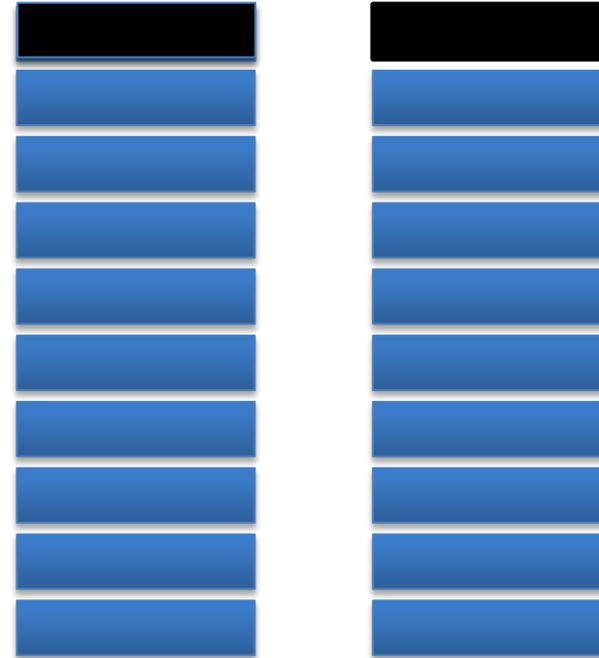
Traditional off-site recovery solutions

- Some organizations, still want to have 100% controls of all components of the solution. This is possible, but…

- Idle hardware

- If used for other ends, may not be available when necessary.

- Following a disaster, the production environment needs to be completely rebuilt from scratch. This may take days to get done…

Enter DRaaS
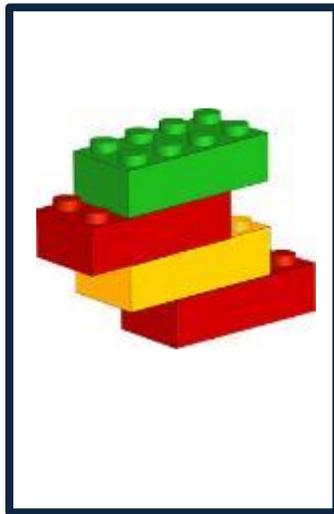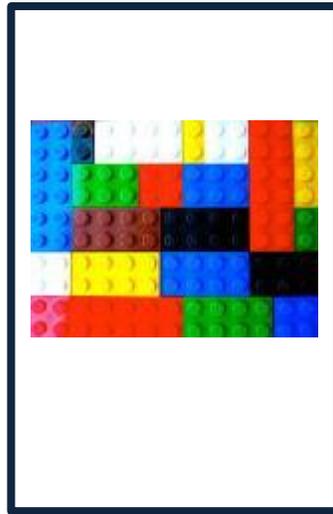
You Need Legos

5   X   5   X   5   X   5   X   5

3125

Your IT on YOUR terms: Hybrid IT

- **Hybrid IT**

  - **Physical, Virtual, Cloud**

  - **On-premises, off-premises**

  - **Windows, Linux, AIX, IBM i/OS(AS400), Oracle**

  - **Production / Disaster Recovery**

IT Infrastructure Solutions Components

NOC

SAN Storage

INTERNET

MPLS

CW Business
Cloud Portal Business
Manager

Dedicated
Private Cloud
Private IaaS

Virtual Datacenter

Enterprise-Grade

Preferred- Cloud

NAS Storage

Backup
Infrastructure

Private Zone
(Dedicated Servers)

AIX

i for Business

AS/400®

ORACLE®
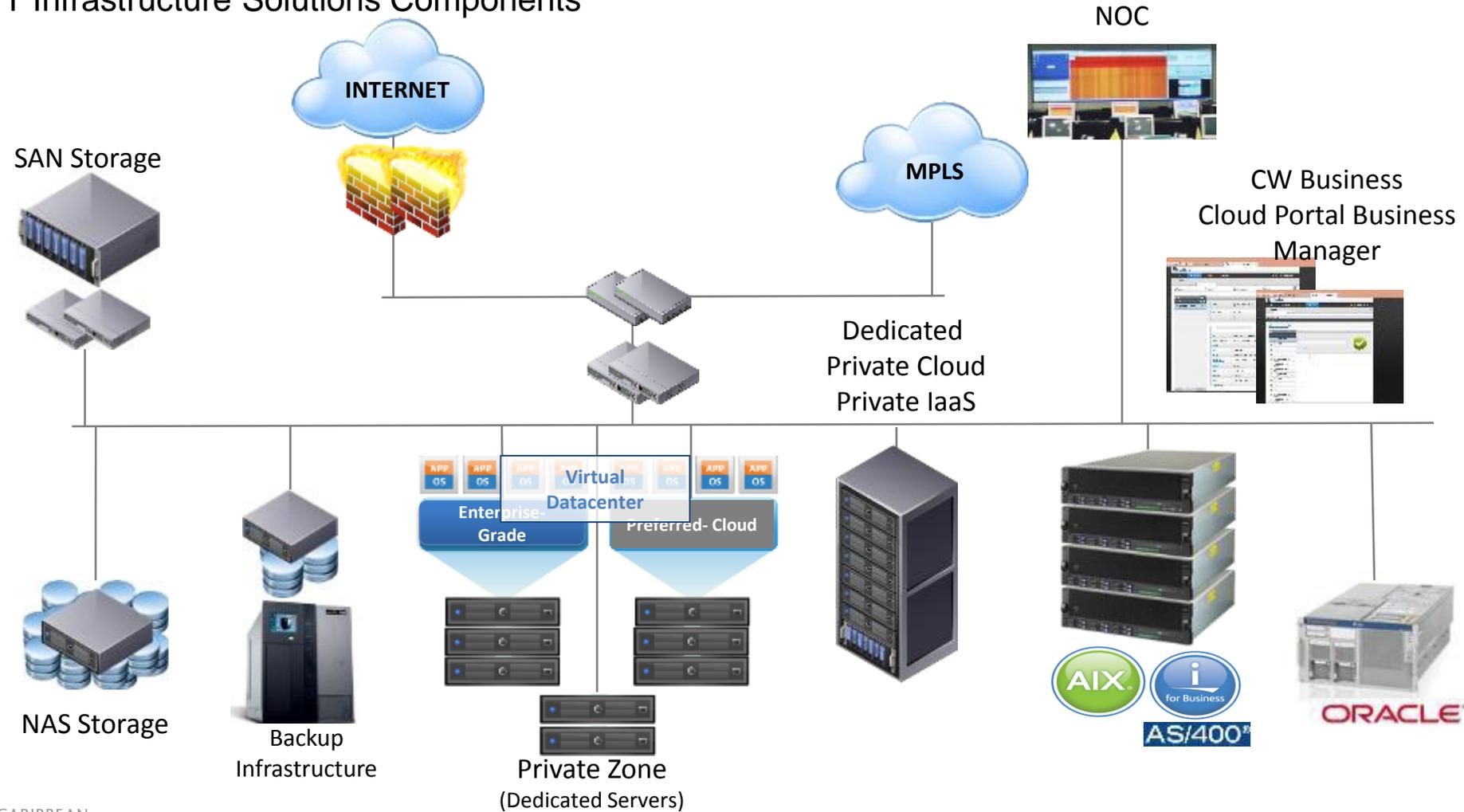
FIG. 11 DRaaS benefits drive market growth, reduce risks

Benefit	Percentage
Simpler to test	33%
Automated	27%
Cost Effective	45%
Faster Recovery	56%
Greater Flexibility	20%
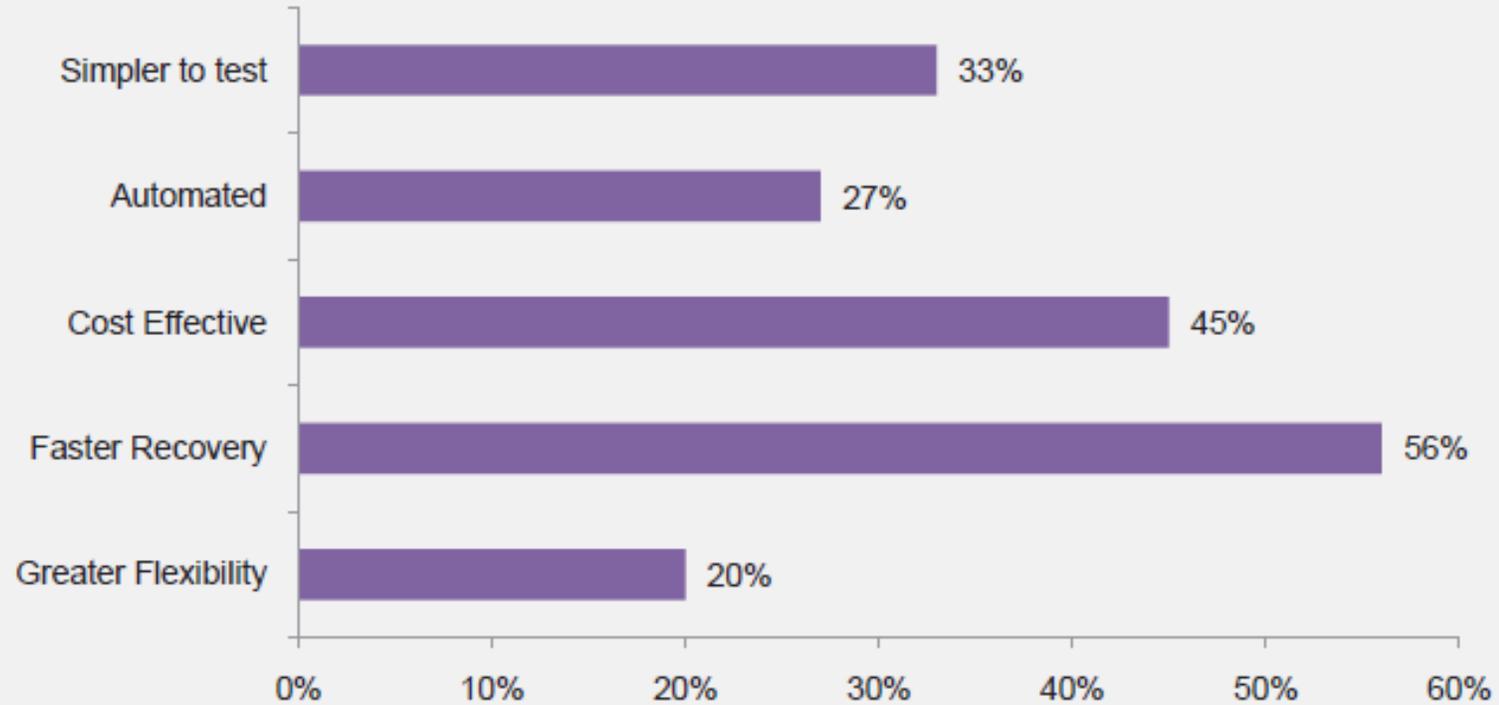
Source: Primary Interviews, Secondary research, DRaaS provider Vendor Magazines/Articles, Transparency Market Research

DRaaS Implementation Hurdles

- Bandwidth to install, restore, replicate, and seed data

- Most vendors can't guarantee a single SLA

- Pure cloud model does NOT serves the need of large organizations

- Not all applications are ready for the cloud

Hybrid implementations do break silos, add flexibility with OS/HW heterogeneity value add by connecting :

- non Cloud systems to Cloud(s)
- Cloud(s) to Cloud(s)

Archive   DevOps   Disaster Recovery

HR / Workforce

Database Workloads   Collaboration

Risk & Compliance   Web Applications

Mature workloads

Isolated workloads   Big Data & Analytics

e-Commerce

Applications with Sensitive Data   Customer Service

Mobile

Moving to Cloud

May be ready for Cloud

Social Business

Front Office / Desktop

3rd Party Applications

Applications with complex processes & transactions

data exchange needed
Hybrid functions….

Regulation Intensive Applications

ERP / CRM

Development & Test Workloads

Not Ready for Cloud

High Performance Computing

Compute Workloads

Information Intensive Applications

Business Processes (e.g. Expense Reporting)

Not yet virtualized applications

Batch processing

Storage Workloads

Highly customized applications

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What is Going on in the Market?

FIG. 2   Global DRaaS Market, 2012 – 2022, Revenue (US$ Mn) and Y-o-Y Growth (%)
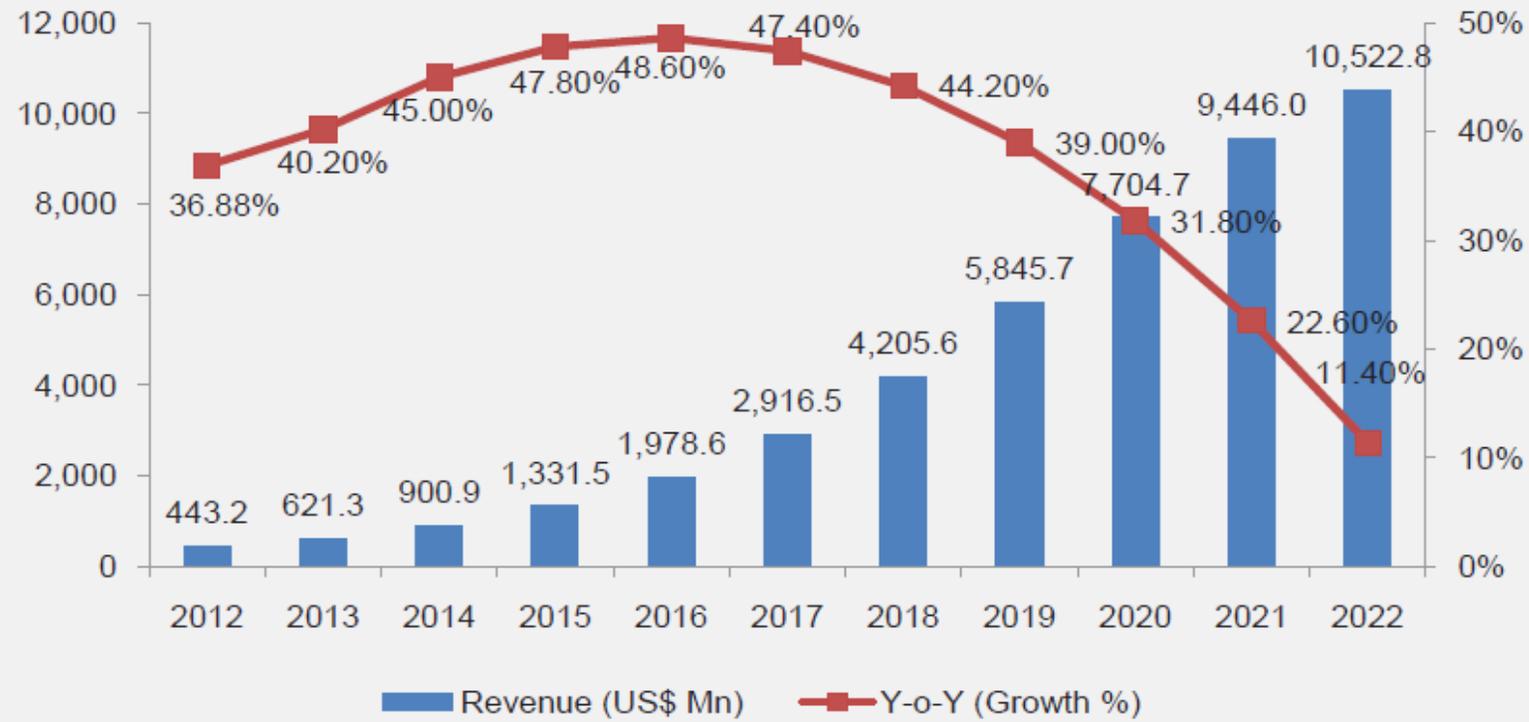
Source: Company Press Release, Secondary Research, Primary Interviews, Transparency Market Research

Disaster Recovery as a Service (DRaaS)

Gartner

"CBS's operations availability service-level commitment is 100%. CBS was well above the provider median in terms of the number of actual disaster declarations that had been serviced..."

Best customer service as rated by clients…

Transparency Market Research
In depth Analysis, Accurate Results.

"The Latin American market is solely dominated by Columbus Business Solutions with more than 70% of the DRaaS market share"

http://www.columbusbusiness.co/draas

Magic Quadrant for DRaaS 2015

Magic Quadrant chart — axes: ABILITY TO EXECUTE (vertical), COMPLETENESS OF VISION (horizontal). Quadrants: CHALLENGERS, LEADERS, NICHE PLAYERS, VISIONARIES. Plotted vendors: Sungard Availability Services, IBM, NTT Communications, Acronis, iland, Columbus Business Solutions, VMware, Peak 10, Bluelock, Seagate, Verizon, Axcient, Windstream, Databarracks. As of April 2015

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Thank you for your kind attention – Questions or Comments?