Cloud for Business Continuity:
Separating Fact From Fiction

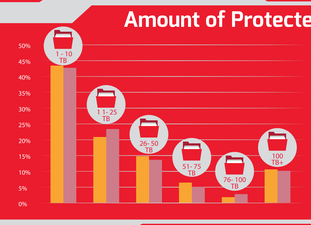
To understand the use of Cloud-based solutions to address backup and recovery, Unitrends conducted a survey of a broad range of IT professionals responsible for protecting data footprints of less than 10 TB of data up through over 100 TB. Unitrends was looking to gain insight into companies' strategies regarding their implementation of these Cloud-based solutions.

We saw that there were benefits to using Cloud for backup and recovery, and we also noticed a number of factors prohibiting its adoption, including concerns about costs and security. This report takes a look at both the advantages for those who have transitioned to cloud solutions and drawbacks for those who haven't.

57%
Have Compliance or Regulatory Requirements for Retaining Data Long Term

31%
Of Respondents Experienced Data Loss Within the Last Two Years

Amount of Protected Data



There is a lot of data being backed up!

A good number of enterprise have very large amounts of data being protected.

Cloud Users

Non Cloud Users

Physical Servers

Microsoft Windows 72%

Linux 32%

And there were a few others...

Virtual Servers

VMware 61%

Microsoft Hyper-V 26%

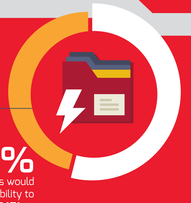
Most of you have to protect physical AND virutal servers

Disasters of all types and sizes occur from the **accidental deletion of email to the complete wipeout of your data center** which made **the ability to recover data quickly** and cost effectively a main **driver for Cloud.**

Data loss is frequent and costs of downtime are reported to range from **$90,000 to $300,000 per hour** depending on **industry, size of company, and business model.**

Cloud-based solutions can help, but **you need to know what to look for. Identify** your **business critical systems.**

48%
of cloud users did include **Ability to RECOVER DATA** as a purchase decision for cloud



46%
Noncloud Users would consider a Cloud's ability to **RETREIVE DATA** to be critical

Recovery Times ≠ Recovery Objectives

Those utilizing Cloud-based applications fared slightly better

76%
- **Cloud users** require **mission critical applications** be back **online in 4 hours**

36%
- **Have been able to recover from a data loss or outage of critical system in 4 hours or less**

For example 36% of Cloud users vs the 31% of Non Cloud-based solution users had recovered critical applications in 4 hours or less. Unfortunately, 76% also have 4 hour RTOs

Cloud-based solutions are enabling many enterprises to recover data. It is **a key reason to evaluate use of cloud** and **was a purchase criteria for 48%.**

It was also cited as a driver that would motivate **44%** of NonCloud backup and recovery users to evaluate a change in their approach.

5 Things to Consider to get the Cloud to Work for You:

Users and non users of **cloud-based solutions for backup, recovery and continuity** have common needs. **Regardless of where you are** on your journey to the cloud, **you are likely to be concerned about your ability to:**

Backup increasing amounts of data

Cost effectively manage long term retention

Recover data when you need to

Resume timely operations of critical applications

Be certain of your disaster recovery plans

Many **people using the cloud for backup, recovery, and business continuity**, are **enjoying benefits** including:

Flexibility to scale your capacity up or down (usually up)

Efficiently address your requirement for off-site storage

Play a role in your plan to ensure business continuity

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