

PROOF DRaaS DELIVERS – UNITRENDS 2019 SURVEY FINDINGS

INTRODUCTION

For the fifth year in a row, Unitrends conducted a survey on the state of data backup, recovery, DRaaS, and the increasing use of the cloud for data protection. More than 400 respondents from organizations of all sizes and industries took part.

The results highlight that data loss and downtime continue to plague organizations of all sizes. At the same time the cloud is playing an increasing role in data protection with a majority of organizations now using the cloud as a critical part of their data protection strategy. Cloud-based technologies such as archiving, DRaaS, and direct-to-cloud back up of PCs and servers are becoming mainstream.

This report examines in detail the findings about Disaster Recovery-as-a-Service. We will examine use patterns, recovery rates, and user satisfaction of DRaaS technology. Most importantly, we found a direct relationship between the use of DRaaS, very fast recoveries, and reduced downtime.

But first, why are organizations adopting DRaaS?

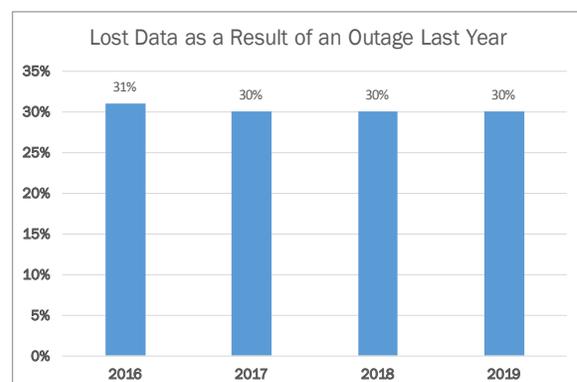
THE EFFECTIVENESS OF CURRENT DATA PROTECTION PROGRAMS

Organizations are still suffering unacceptably high rates of data loss and downtime.

Unitrends has been conducting this survey over five years and found that consistently, 30% of responding organizations reported losing data as the result of an outage. This remains stubbornly high even as new data protection tools such as cloud storage, Disaster-Recovery-as-a-Service (DRaaS), and improved data backup appliances have emerged over the same period of time.

Additionally, over 40% of respondents reported having a period of downtime in 2019.

Despite all the new technologies, why is data loss and downtime continuing to plague enterprises? The combination of several possible explanations including decreasing IT budgets and headcount as well as the increasing complexity of IT infrastructures.

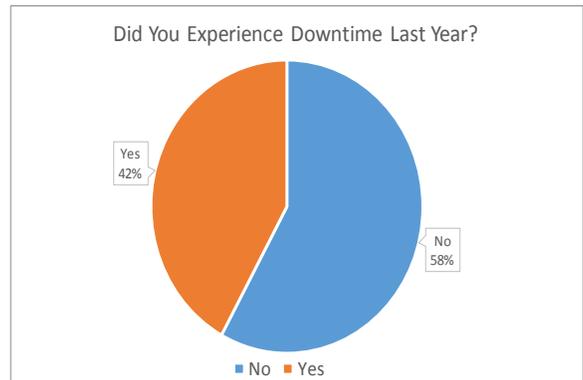


WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“TEST, TEST, TEST. Don’t assume that it works. Make sure that you regularly do test recoveries.”

Manager IT,
Mid-sized US
Manufacturer

Most corporate compute environments now include SaaS applications, cloud workloads, mobile workers, and vastly increasing volumes of data to protect. To read more about the continued challenge of data loss and downtime, read the White Paper – [Data Protection, Cloud, and Proof DRaaS Delivers – Unitrends 2019 Survey Results](#).

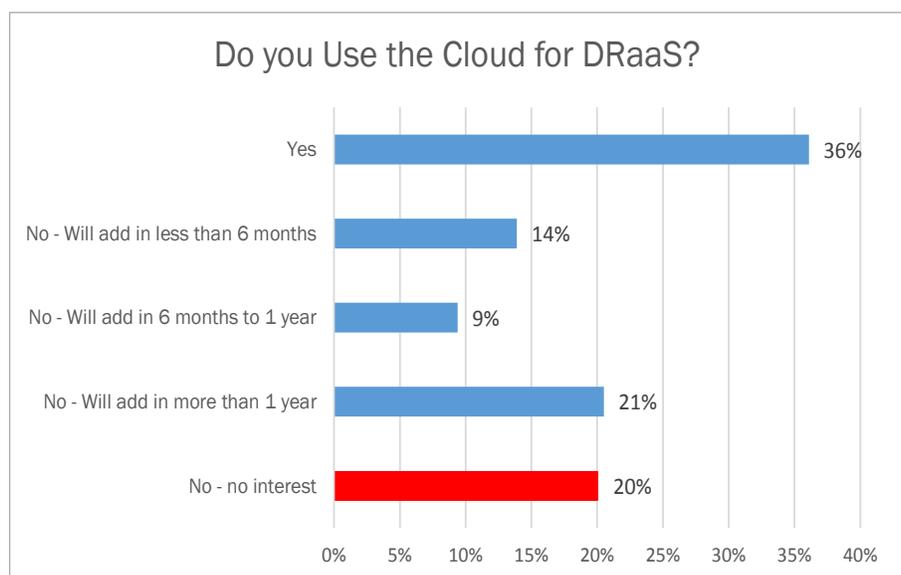


Survey results show that enterprises are increasingly adopting DRaaS as a solution to these ongoing challenges.

STATE OF CLOUD DRaaS

Cloud-based Disaster Recovery-as-a-Service is now an accepted and widely adopted tool in data and application protection.

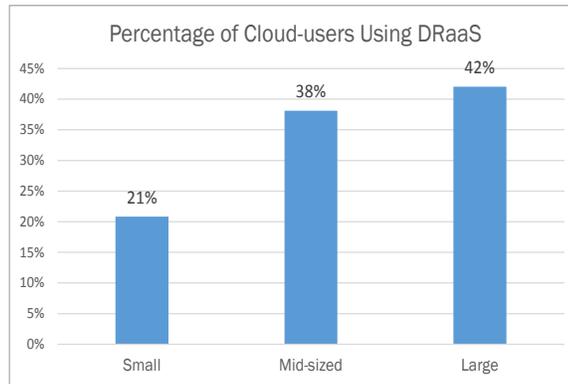
DRaaS has evolved from a “bleeding edge” service to wide adoption. 23% of respondents plan to add the technology to their data protection portfolio in the next 12 months, and an equal number would like to add it but have no real plans to do so. This means a full 80% of respondents understand that DRaaS has value for data protection and disaster recovery.



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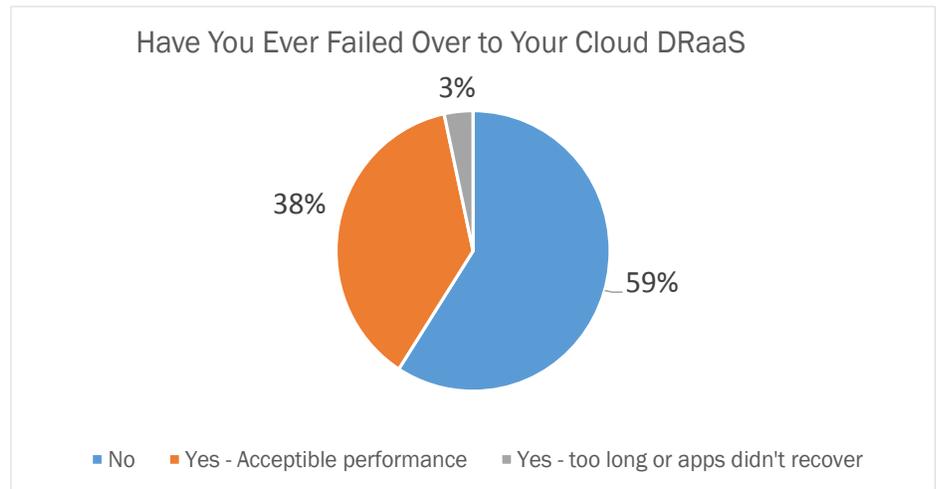
“Learn about the service provider’s upload and download speeds. Slow speed can kill your recovery.”

IT Manager,
Small
Technology
Services
Company, US
Southwest



Large organizations have adopted DRaaS at the highest rates. Adoption of DRaaS by small and mid-sized organizations will increase as organizations discover that not all DRaaS services requires IT to become experts in hyperscale clouds. Organizations

can outsource DRaaS to experts at a fixed price and with little requirement for time or technical overview.



DRaaS is not just a rarely-used insurance policy. Almost 4 in 10 users failed over to their DRaaS infrastructure with 93% of them reporting that the performance was acceptable. The remaining 7% reported the process took too long or their applications did not recover properly. This is a surprisingly high level of satisfaction given that some forms of DRaaS can be very technical and failover is required during times of emergency and high stress.

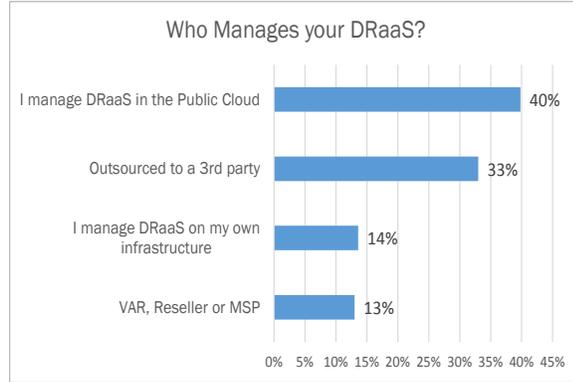
DRaaS used to be predominantly deployed in hyperscale clouds to host storage and compute capabilities to be spun up in the case of on-premise downtime event. Now DRaaS services are offered more widely, from a broader array of vendors with different underlying

WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“Do your research of the various offerings to find the “best fit” and “best value for money” not the cheapest one.”

IT Director,
Large US
Software
Company

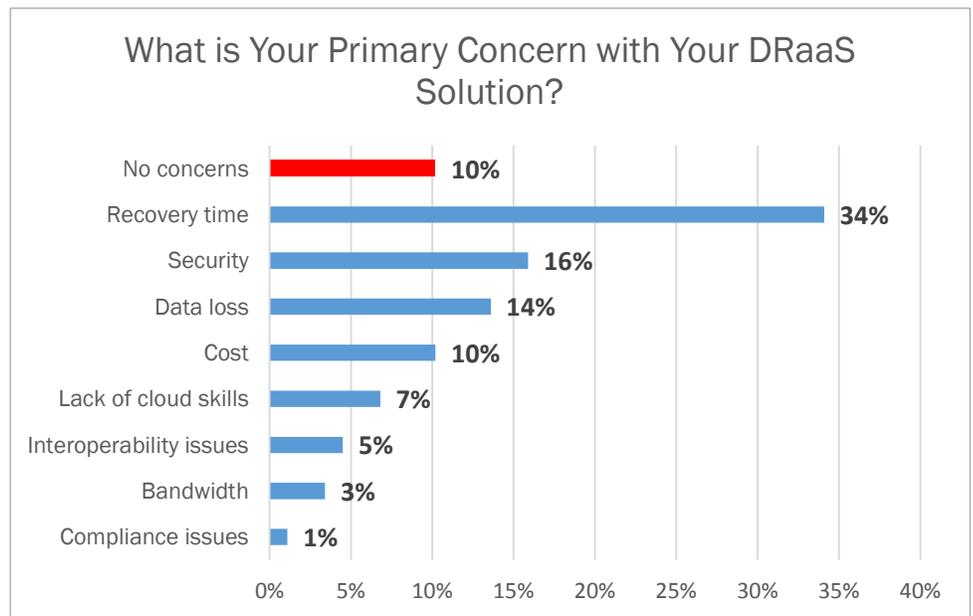
technologies. Organizations can now choose manage DRaaS themselves in hyperscale clouds such as AWS or Azure, outsource the work and technical challenges to third party vendors, or use the services of their VAR, resellers or MSP. DRaaS deployment using public clouds is still the dominant (40%) form.



14% of respondents report managing DRaaS themselves within their own infrastructure. While technically DRaaS is a service (that’s what “aaS” stands for), the term seems to have grown to include disaster recovery failover services whether in-house, in the cloud, or outsourced to a third party.

We asked current users about their concerns with their DRaaS technology. Each respondent was asked to identify their top concern, with “No concerns” being an option selected by 10%.

Only four issues rose to the level of a 10% response rate. Surprisingly “Cost” was chosen by only 1 in 10 respondents. In previous year’s surveys the cost of DRaaS was often cited as the number one reason for not using this technology. Now we are hearing from active users that, while we are sure they would like to see lower charges, DRaaS



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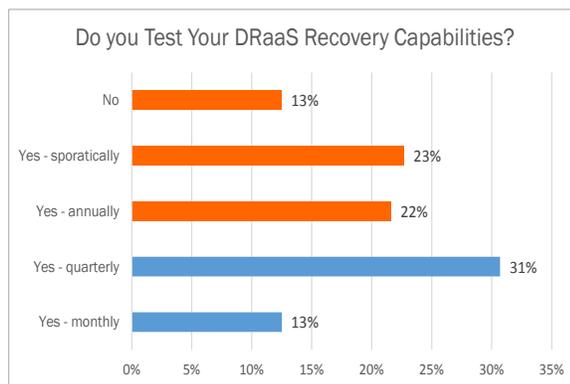
“When designing your backup and recovery consider Service Level Agreements as these are very important.”

VP IT, Large Bank, West Coast, US

is an affordable part of their recovery strategy. The number 2 and 3 concerns, security and data loss can be controlled by ensuring the providing vendor offers data encryption and proven data storage practices.

The most commonly expressed concern, “Recovery Time” was selected by a full one third (34%) of respondents. Perhaps much of this can be explained in our next survey result.

Enterprises continue to underestimate the importance of DRaaS recovery testing. The data shows a majority of organizations (58%) test their DRaaS recovery capabilities once a year, sporadically, or not at all. A majority of enterprises don't really know for sure if they can recover their critical applications from a downtime event. If more



organizations tested monthly or quarterly there would be much less suspense and delayed recoveries as issues would have been identified and fixed earlier. Many DRaaS providers offer free monthly or quarterly testing as part of their service. This should be considered a non-

optional product feature when contracting for new DRaaS services.

The need to continuously test recovery tools is critical to ensuring speedy business restoration. Testing can be difficult, time consuming, and impact production servers or it can be automated with little to no negative impacts on the business. For more information on disaster recovery testing and how best-in-class companies do it well read [Disaster Recovery Testing, Your Excuses, and How to Win.](#)

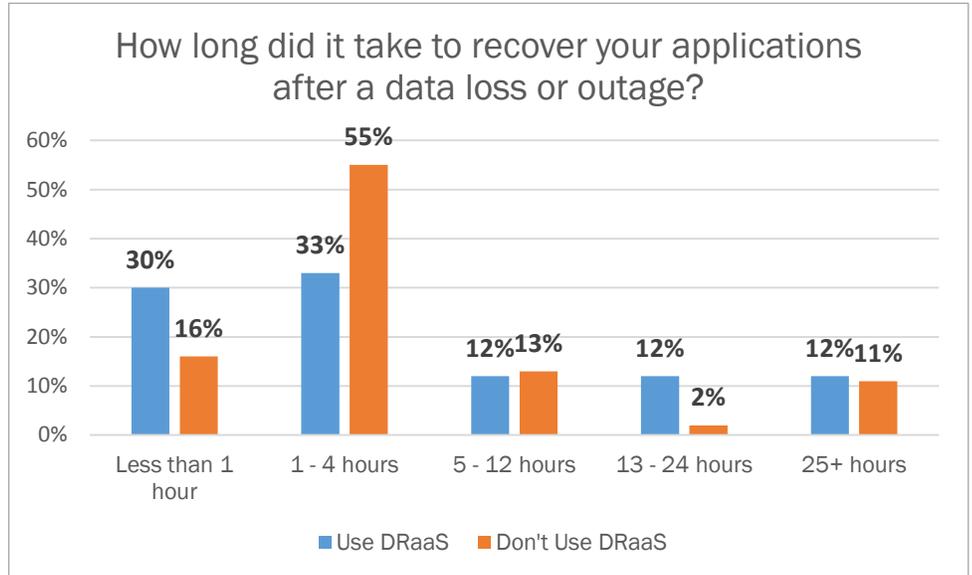
EVIDENCE OF THE EFFECTIVENESS OF DRaaS

There is now strong evidence that DRaaS can consistently deliver very fast recoveries and reduced levels of downtime. For this section of the report, survey respondents were divided into two groups – DRaaS Users and DRaaS Nonusers. They were then compared on three critical data protection metrics – the speed of recovery of failed applications, the ability to support very short RTOs, and reduced instances of application downtime.

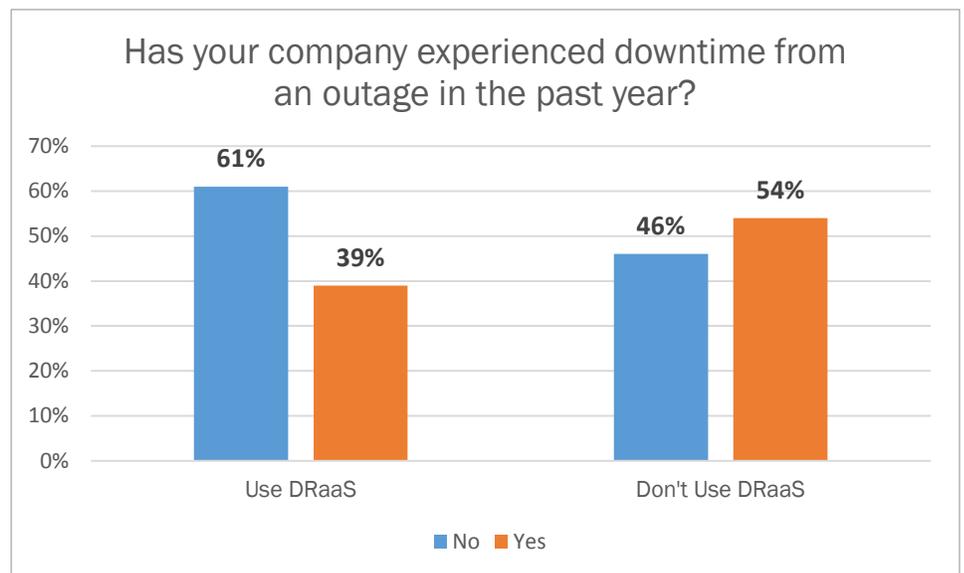
WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING TO USE THE CLOUD FOR BACKUP AND RECOVERY?

“When you are confident our DRaaS is setup correctly, perform a few restores and fail backs.”

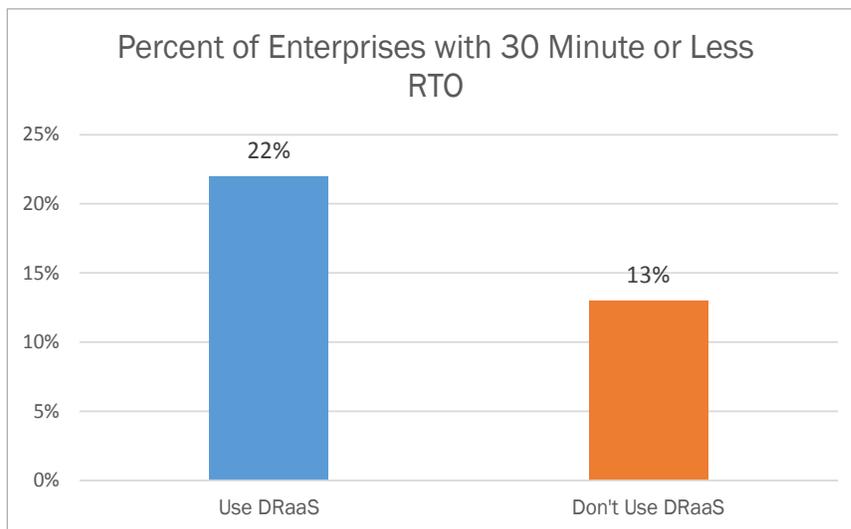
IT Manager,
Large Medical Provider,
Eastern US



DRaaS users are far more capable of recovering their failed applications in less than one hour. Data analysis shows that almost twice as many organizations that use DRaaS (30%) recover failed apps in less than an hour than organizations who do not use DRaaS (16%). To gain this sort of advantage, organizations not currently using DRaaS should look for a vendor that offers Service Level of Agreements that they can guarantee recovery in less than an hour.



In addition to the advantage of speedy recoveries, a majority of DRaaS users reported no downtime from a server outage last year (61%) while only 39% of non-using organizations had a downtime-free year. While there may have been server failures, DRaaS user's recoveries may have kicked in fast enough that business operations were little affected and no downtime recorded.



And those who have DRaaS have institutionalized the improved speed of recovery by setting very aggressive Recovery Time Objectives (RTOs). When asked their enterprise RTO target, organizations who use DRaaS are 70% more likely to have a 30 minutes or less RTO goal. 22% of cloud users with DRaaS have a 30 minute RTO goal, while only 13%

of DRaaS non-users have such an aggressive target.

It is clear that companies that require and plan for very fast recoveries use Disaster Recovery-as-a-Service as a key component to their data protection and recovery strategy. To learn more about how DRaaS works, watch the videos [Introduction to DRaaS](#) or [The 5 Key Benefits of Unitrends DRaaS](#). To read how DRaaS could save your business from extensive downtime read [An Anatomy of a DRaaS Event](#).

CONCLUSION

Downtime and data loss cost enterprises incalculable amounts of money each year. The rate of downtime and data loss continue despite the adoption of new tools such as the cloud, DRaaS, and enhanced data backup and recovery appliances.

The data shows an increasing number of organizations are recognizing the advantages of using the DRaaS for superior data protection performance. It seems from the positive reports by current users that non-users should adopt this technology to reduce the negative impacts of data loss and application downtime.

If you have lost data or suffered downtime last year consider using the proven advantages of Disaster Recovery-as-a-Service. This technology has become more affordable and easier thanks to vendors such as Unitrends that offer full service DRaaS. You can request a demonstration of the DRaaS service [here](#).

Unitrends increases uptime and confidence in a world in which IT professionals must do more with less. Unitrends leverages high-availability hardware and software engineering, cloud economics, enterprise power with consumer-grade design, and customer-obsessed support to natively provide all-in-one enterprise backup and continuity. The result is a “one throat to choke” set of offerings that allow customers to focus on their business rather than backup. Learn more by visiting unitrends.com or follow us on LinkedIn and Twitter @Unitrends.