

# BACKUP & DR MAGAZINE UNITRENDS

**INSIDE:** 2018 Cloud, Backup & DR  
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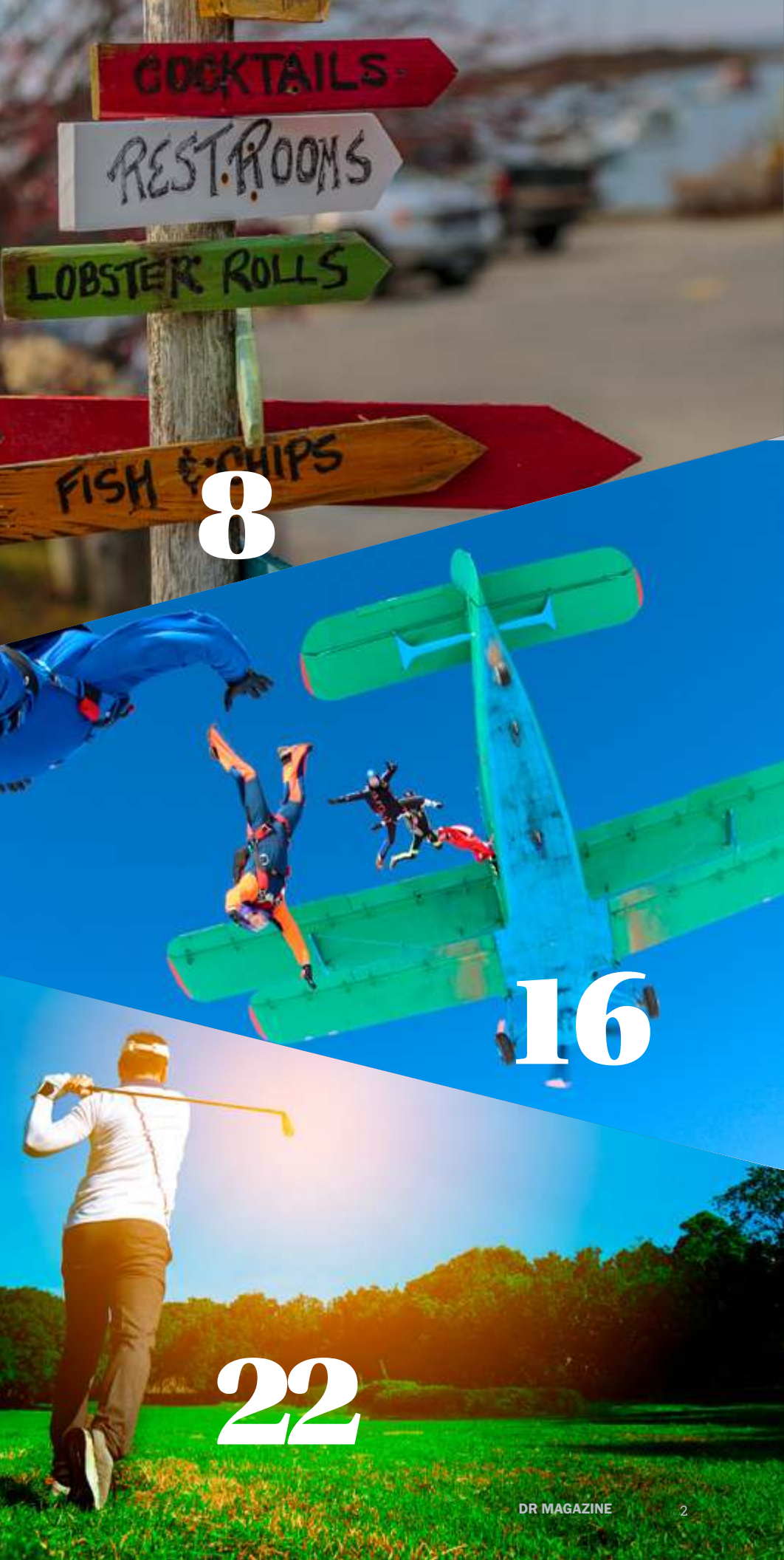
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# THE STATE OF DR AND CLOUD IN 2018:

## Thriving or barely hanging on? 800 IT Pros tell all.

## 10 FINDINGS ON HOW OVER 800 IT PROS HANDLE DISASTER RECOVERY & CLOUD ADOPTION.

The Unitrends 2018 annual survey of IT professionals about the challenges they face in protecting their data and business-critical applications culminated in July with over 800 survey respondents from companies of all sizes. The survey's questions focused on two aspects of IT, first the current state of data protection and disaster recovery, and second attitudes towards and usage of the cloud.

The survey found that many organizations are not even following minimal best practices for data protection and disaster recovery, while at the opposite end of the spectrum, leaders in DR are increasingly using the cloud to play a critical role in business continuity. Ten major findings stand out from the survey responses. This report is divided into two sections. Section one focuses on the current state of data protection and disaster recovery. The second section highlights the growing acceptance and wider use of the cloud.

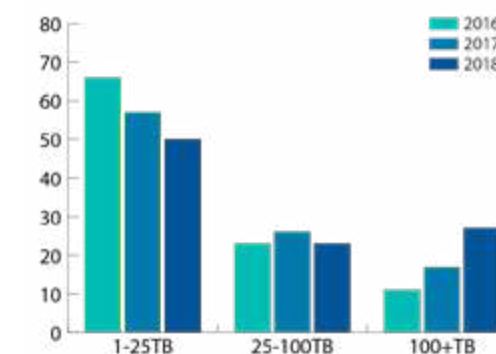
As part of the survey, we asked IT Admins, "What advice would you give to someone just starting to use the cloud for backup and recovery?" You will find the answers to this and other key questions in the blue boxes on the following pages.

### Finding #1 – Continued Exponential Data Growth

Since 2016, the percentage of companies reporting they need to protect more than 100 TB of data has doubled.

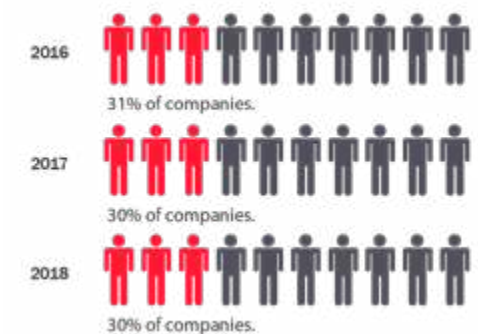
One challenge IT professionals of all industries face is the growing size and complexity of their environments. For example, a majority of 2018 survey respondents are required to protect both physical servers (73%) and virtual servers (67%). Another large challenge is the need to protect growing volumes of data. With similar sized organizations responding across all three years of the survey, 2018 respondents show that a full 27% reported having over 100TB of data, more than double the percentage from 2016. Correspondingly, there is a significant decline in the percentage of respondents that protect volumes under 25TB. There is no sign that this trend won't continue. Enterprises will need to keep investing in new storage and data protection services to stay even with the growing amounts of data they are required to protect. Without the right tools, the entire data protection and business continuity process will be longer, more complex, and more costly.

How Much Data Do You Back Up?  
2016, 2017, 2018



### Finding #2 – Data Loss Continues at an Unacceptably High Rate

Percent of Companies That Experience Data Loss over the Last Year?  
2016, 2017, 2018



The technology of data protection and business continuity continues to mature and get more efficient. New tools emerge all the time that can identify ransomware attacks, shorten RPO and speed recovery times. However, threats against enterprises' data also continue to evolve.

What advice would you give to someone just starting to use the cloud for backup and recovery?

“Find a reputable company with a proven track record to provide the best cloud backup and recovery solution.”

Manager IT,  
Mid-sized US Bank



Data loss continues at an unacceptably high rate. Whether the cause is the rise and continuing threat of ransomware, natural disasters, or internal threats, every year one third of organizations report losing at least some of their data. **Almost the exact same percentage of respondents (30%) reported losing data across all three years of the survey.**

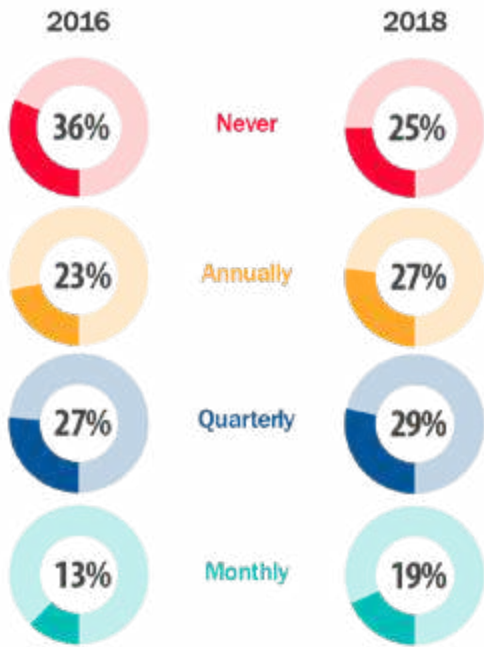
Finding #3 –DR Testing is Increasing in Frequency

The critical need for DR testing seems to finally be getting recognition.

In 2016 a majority (59%) of survey respondents reported that they tested their DR plans only once per year or not at all. In 2018 a majority of respondents still reported poor testing performance but that number decreased by 12% to 52%. This increased focus on testing extends to the frequency as well. There was a **46% increase in companies reporting that they test every month** and 7% increase in companies testing every quarter. Today a **full 75% report at least annual DR testing vs. just 64% in 2016.**

The only way to know if your failed applications can be restored to business performance is to test, find and fix recovery issues and then test again. The good news is that there are data protection solutions that make recovery testing automatic and easy, with high quality reports to identify what parts of the process have recovery issues. Many industries such as healthcare require all companies to know and document their recovery times. For more on this very important topic, please read [Disaster Recovery Testing, Your Excuses, and How to Win](#). With 52% reporting they test only once per year or less, there is much room for corporate improvement on this topic.

How Often Do You Test Your DR Plan? 2016 vs 2018



What advice would you give to someone just starting to use the cloud for backup and recovery?

“It is imperative to begin your investigation immediately and get a solution in place for your company’s IP and data protection.”

Systems Admin,  
Small US Technology Provider

Finding #4 – Fewer Organizations have no Secondary Recovery Site

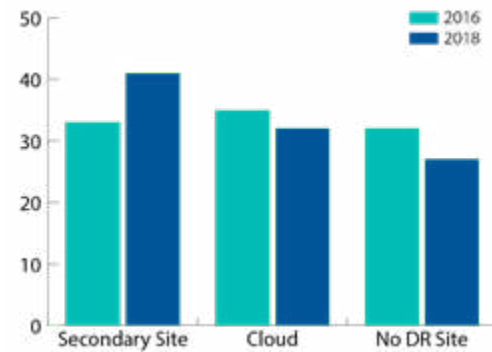
A secondary location is critical to protect backups and host recovery operations.

Data protection best practices include a 3-2-1 data protection strategy. Organizations should have three copies of their data, in two different formats, with one copy located at a remote site.

The good news is there has been a **16% reduction in the number of organizations that report that they have no secondary recovery site** to store data copies or host recovery operations. For the remaining 27%, not having a secondary site is risky as multiple types of events, such as an electrical failure, flood, hurricane, or fire can take out an entire location. With no secondary location, recovering applications can take much longer since companies will be required to restore their basic infrastructure before they can even begin to recover data, reinstall software, restore the network, and get the business back up and running again.

In 2018, 24% more respondents reported using their own site or a co-location facility as their secondary DR site than in 2016. There was a slight reduction in the number of companies using the cloud. For small enterprises the cloud can offer many advantages compared to creating and managing a full, remote data center. In the cloud compute capacity and storage are not

Do You Have a DR Site? 2016 vs 2018

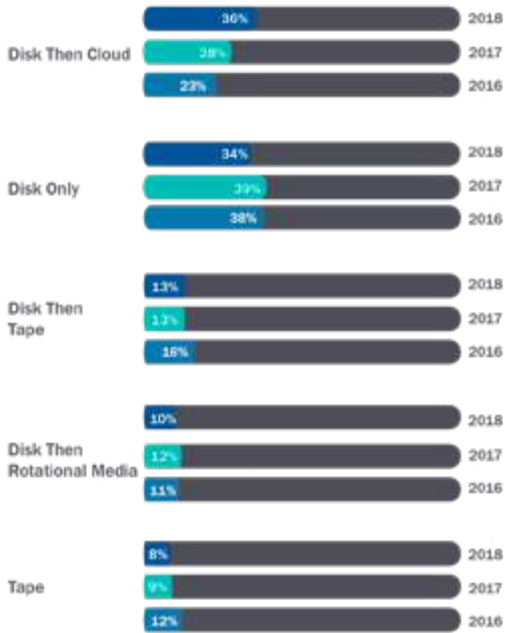


purchased outright but charged-for based on actual usage, potentially saving valuable budget dollars. Superior cloud providers will also offer a recovery Service Level Agreement (SLA) guaranteeing that business applications will be available in a known time period after a disaster is declared.

Finding #5 – Cloud’s Role in Backup is Growing

We saw a big jump in the number of organizations using cloud to house copies of their backups.

What Primary Method of Backup Do You Use? 2016, 2017, 2018



The role of physical media (tape, removable disks, or optical media) is continuing to decline. Physical media can be very expensive, especially if you include the time and effort of transporting the media off site and the cost of physical storage.

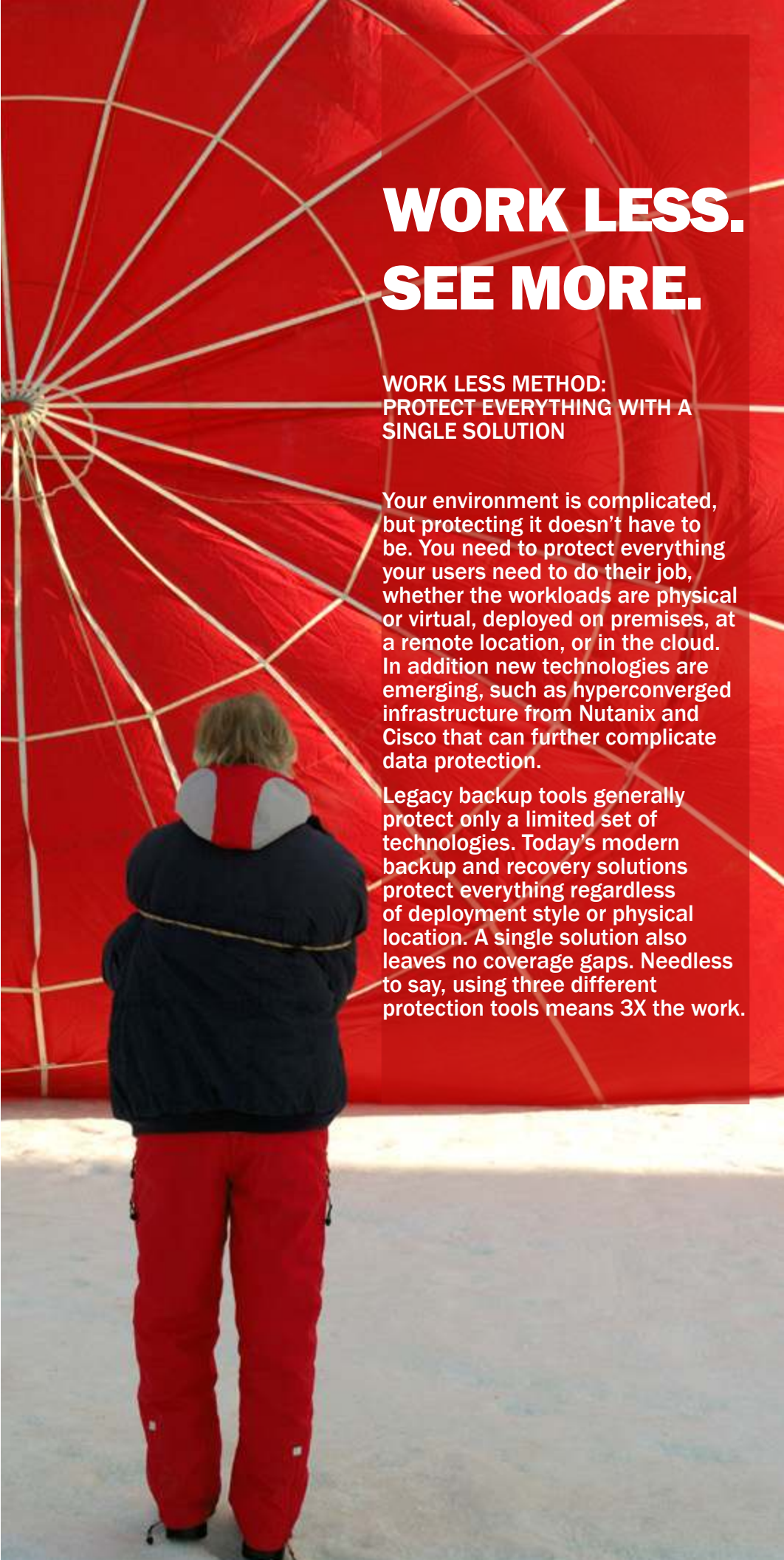
Cloud is replacing physical as the backup media of choice. More organizations report storing backups in the cloud (36%) than using physical

WORK LESS. SEE MORE.

WORK LESS METHOD: PROTECT EVERYTHING WITH A SINGLE SOLUTION

Your environment is complicated, but protecting it doesn't have to be. You need to protect everything your users need to do their job, whether the workloads are physical or virtual, deployed on premises, at a remote location, or in the cloud. In addition new technologies are emerging, such as hyperconverged infrastructure from Nutanix and Cisco that can further complicate data protection.

Legacy backup tools generally protect only a limited set of technologies. Today's modern backup and recovery solutions protect everything regardless of deployment style or physical location. A single solution also leaves no coverage gaps. Needless to say, using three different protection tools means 3X the work.





# KENNEBUNK, MAINE - PARADISE ON THE OCEAN, A THREAT OF FLOODS, AND A NEW TOWN DISASTER RECOVERY SOLUTION



Kennebunk, ME is stunning. Home to several beaches, the Rachel Carson National Wildlife Refuge, the 1799 Kennebunk Inn, and many other historic sites and natural resources, it is a thriving tourist haven throughout the year. The city employs over 100 people who require an IT department running a range of applications to support town services such as tax assessment, police, and fire services.

## The Challenge

The town’s long-standing backup solution, an HP Storage Server running Veritas Backup Exec was eight years old and had already had been rebuilt several times. Since HP no longer supported the product it was time to look for a new solution. Richard Boucher, Director of IT for the Town of Kennebunk, was also given a challenge by the Town Board of Selectmen to consider what would happen to town data and services if there was a major flood since the Town Hall is located very close to the ocean. Additionally, the town is required to store all data for 7 years and was looking for a cost effective way to meet this requirement – something that the Veritas solution could not support.

## The Solution

Boucher reviewed competing products and narrowed the list to three products, The Unitrends Recovery Series 823S, a Barracuda backup appliance and the Datto SIRIS 3. The Barracuda price was three times that of Unitrends and required that copies be stored in the cloud at an additional cost of \$2,000 per month, so Boucher quickly eliminated that alternative. Kennebunk is a geographically large town and they

planned to use the west Kennebunk fire station connected via fibre to the Town Hall as their inland remote data storage location. The Datto product was just software and required storage in the cloud. Boucher eliminated it from the list as the Town would have needed to buy their own hardware and pay to store their data in the cloud. This left the Unitrends Recovery 823S as the only solution that gave them the choice of backing up a large volume of data to the remote location of their choice with no monthly storage fee.

## The Results

In a formal presentation to the Town Board of Selectmen to approve the purchase, Boucher said that “Unitrends bubbled to the top as the best system you could get.” Boucher also noted that the interface to the Unitrends appliance is simple and intuitive and also allowed the town to spin up a server in the event of a disaster recovery scenario, something the Board of Selectmen had asked be included in the review. “We had many meetings with Unitrends, many demos and I absolutely love the product.” The Town of Kennebunk, Maine Board of Selectmen unanimously passed the proposal to purchase and implement the Unitrends Recovery 823S.

“Unitrends offered me the option of backing up to the device, replicating to the cloud or going to another backup device at a remote location.”

Richard Boucher  
Director of IT  
Town of Kennebunk, Maine

## SOLUTION HIGHLIGHTS

Industry | Local Government

### Protected Platforms:

Local SANS  
Physical Linux Servers  
Virtualized Windows Servers

### Solution

Unitrends Recovery Series 823S

### Benefits

Replication to second town facility  
Enhanced data storage  
Flexible - easy upgrades  
Ransomware protection



# WORK LESS.

# CHILL MORE.

## WORK LESS METHOD: AUTOMATE RANSOMWARE DETECTION

Recovering from a ransomware attack can chew up days to weeks of your time. Your backup and disaster recovery solution should have the ability to quickly and automatically identify ransomware activity as part of every backup.

New ransomware variants operate in stealth mode, seeking critical files, and encrypting at a slower rate to stay under the detection radar and increase the odds that a ransom will be paid. Newly developed artificial intelligence runs during every backup, analyzes the randomness and rates of file changes to identify backups infected by ransomware. Upon detection, email and dashboard alerts are sent immediately to administrators, and all suspected backups flagged with icons to prevent recoveries using infected files.

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“Knowing that I can restore a full backup of a server on the fly is a huge benefit to my job.”

Ben Pearman  
IT and Network Operations Coordinator  
USA Volleyball

## SOLUTION HIGHLIGHTS

Industry | Non-profit

### Protected Platforms:

Physical Windows Servers  
Exchange Servers  
Linux Servers  
VMware and FreeBSD VMs

### Solution

Unitrends Recovery Series 823S

### Benefits

Baremetal restore for quick recovery  
Flexible deployment  
Ease of use

## USA VOLLEYBALL - PROTECTING ATHLETE DATA AND SIMPLIFYING OPERATIONS

USA Volleyball (USAV) is the National Governing Body (NGB) for the sport of volleyball in the United States and is recognized as such by the Federation International de Volleyball (FIVB) and the United States Olympic Committee (USOC). USA Volleyball is committed to and works toward opportunity for all to participate.

### The Challenge

Ben Pearman is the IT and Network Operations Coordinator for USA Volleyball. Before Unitrends, USA Volleyball relied on costly and sporadic backup practices that they knew needed improvement. “We didn’t actually have much in place—our file share was backed up to the cloud and incurred a significant cost to our bottom line. Other systems relied on old NAS devices to complete Windows backups and wasn’t always done on a regular basis. We largely used RAID to keep us moving along (ouch!).” USA Volleyball was looking for a modern solution to safeguard their data and heterogeneous assets. “We wanted a system that could do routine backups, including bare metal, with its own dedicated storage system.” And the new solution needed to fit the non-profit’s budget. “Disk space was already at premium on a tight budget, so having a separate, distinct backup solution that was independent of our own storage would be a bonus. “

### The Solution

The Unitrends all-in-one physical appliance allowed USA Volleyball to get the backup solution they needed. “We use Unitrends to protect everything from end user (employee) data to athlete data, statistics, promotions—pretty much everything,” Ben says. The single-pane-of-glass interface has improved the speed of daily IT operations. “The web interface to the appliance is useful, I really enjoy being able to see at a glance on first logging in which systems have been backed up, and the ability to call up backup reports is easily one of the best I’ve ever used.” And when a new system comes online, Ben can quickly make sure it’s protected. “As for the agent itself, it’s unobtrusive, and setting up a new system to backup takes me less than 5 minutes total. I love that everything “just works” with Unitrends.”

### The Results

“The number one benefit, and it’s hard to put it into words, but every IT expert knows it’s a big one — is peace of mind. With an IT staff of just three people, every second counts.” Now Ben can spend fewer of those seconds worrying about backup, and focus instead on what he does best—making the IT magic happen for the USA Volleyball organization.



# WORK LESS. AWE MORE.

## WORK LESS METHOD: WHITE GLOVE DRaaS SERVICES

DRaaS has evolved greatly from its first iterations. World-class DRaaS providers now offer “White Glove” services that free enterprise IT from having to learn, manage and deploy recoveries. DRaaS White Glove providers will do complete DR planning, including setting up the server boot order so business-critical applications are the first to recover. Recovery is initiated by a simple phone call to the service provider and they do all the work. DRaaS providers should also offer both 1-hour and 24-hour Service Level Agreements (SLAs) for application recovery. This high-touch version of DRaaS can be managed and deployed from any location and protect remote sites around the world. Once deployed corporate IT literally only has to monitor the automated reporting results.

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# THE AIR ZOO FLIES AWAY FROM TAPE BACKUP

The Air Zoo, located in Portage, Michigan, had all it could take with old tape backup solutions. With a need for protecting a large and growing list of software accounting records, ticketing and retail systems and its artifact database, tape systems were continuously failing to meet the company’s standards. Not only did The Air Zoo’s tape backups lack data storage space to protect the required software, but the tapes were also inefficient and constantly failing. Al Hollaway, The Air Zoo Information Executive, was looking for a new solution that encompassed all of the company’s needs from quick recovery to more storage space to protection of VMware virtualized environments.

## The Solution

The Air Zoo decided to tackle its backup problems by switching to a Unitrends Recovery Series 710 hardware appliance. The Recovery Series hardware appliance provides Air Zoo with best-in-class price/performance and total cost of ownership for on- and off-premises business continuity and disaster recovery. Hollaway looked into competitors such as Sun and HP, but Unitrends won him over with its “ease of deployment, easy-to-use software and outstanding on-site installation support.”

## The Results

“Once everything was set up, the backups just happened by themselves,” Hollaway said. “It was amazing how much relief I experienced.” Hollaway also found Unitrends’ software went beyond just giving him security that his systems are protected. “I have been pleased with the ability to recover individual files quickly and easily, which was something that was difficult with the old tape system,” he said. “Unitrends’ system is so far advanced over the old tapes that we are now far more secure.”

## Solution Highlights

Industry | Entertainment

## Protected Platforms

Virtualized Windows servers  
Windows applications on VMware

## Solution

Unitrends Recovery 710

## Benefits

Rapid restores  
Meeting backup windows  
Peace of mind



“This is the best backup experience I’ve ever had. It just works..”

Al Hollaway  
Information Executive  
The Air Zoo



# PRECISE FIT.

SLEEK 1U OPTIONS FOR JUST-RIGHT PROTECTION

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8 GB Memory | 2 Cores | 4 Threads  
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2.4 TB Suggested Backup  
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**RECOVERY SERIES 8006**

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3.6 TB Suggested Backup  
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# POWERHOUSE.

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64 GB Memory | 16 Cores | 32 Threads  
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24 TB Suggested Backup  
128 GB Memory | 16 Cores | 32 Threads  
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**RECOVERY SERIES 8060S**

60 TB Usable Capacity  
36 TB Suggested Backup  
128 GB Memory | 16 Cores | 32 Threads  
Enterprise \$82,499 | Enterprise Plus \$98,999

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48 TB Suggested Backup  
256 GB Memory | 20 Cores | 40 Threads  
Enterprise \$109,999 | Enterprise Plus \$131,999

**RECOVERY SERIES 8100S**

100 TB Usable Capacity  
60 TB Suggested Backup  
256 GB Memory | 20 Cores | 40 Threads  
Enterprise \$137,999 | Enterprise Plus \$164,999

**RECOVERY SERIES 8120S**

120 TB Usable Capacity  
72 TB Suggested Backup  
256 GB Memory | 20 Cores | 40 Threads  
Enterprise \$164,999 | Enterprise Plus \$197,999



“The ability to restore files on the fly is HUGE. This device is dependable and always has my back.”

Geomar Morales  
IT Network Administrator  
Ouray Sportswear

## SOLUTION HIGHLIGHTS

Industry | Retail

### Protected Platforms:

Physical Windows Servers  
Virtualized Windows Servers

### Solution

Unitrends Recovery Series 822

### Benefits

Quick file and image recovery  
Protection for an art database  
Peace of mind

## OURAY SPORTSWEAR - RESTORING QUICKLY TO GET THEIR ART BACK ON THE TEE

Ouray Sportswear is a leading designer and producer of college, corporate, destination and golf active-wear clothing. The company runs a highly technical operation, with 170 employees running seven top-of-the-line automatic print presses, over 150 embroidery machines, laser cutters and electronic printers. However, their most important asset is a massive database of logos and custom art, as they believe that the right design on clothing can make or break the product. This interactive art database presents the company's greatest backup and recovery challenge.

### The Solution

After much research, Morales chose a Unitrends Recovery 822 Backup Appliance. Unitrends clients for physical servers are extremely small and take up few computing resources. This allows Ouray Sportswear to run backup at any time of the day without affecting business flow. As far as using the cloud for remote storage of secondary backup files, “We are not using cloud at this time but its currently in a proposal waiting to be approved.....I can't wait!” says Morales.

### The Results

“I restore art files weekly. At least once a week I save an artist 6-8 hours of work because of the [Unitrends] device. We have also been able to save multiple customer relationships because of lost emails, or art.” reports Morales. “Having Unitrends on my rack is like having an older brother always waiting to fix your mistakes. Unitrends is a must for any enterprise that requires high availability and great customer service.”

### The Challenge

Geomar Morales has been with Ouray Sportswear for 11 years and is the IT Network Administrator overseeing all computers, the website and networks. Symantec was their prior backup and recovery solution but they needed to find something that was faster, had lighter weight clients and didn't take up too many resources on our already over-burdened servers. Backup and restoration is a critical part of Morales' job as artists are regularly losing their art files.



# GOT HARDWARE?

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Unitrends Backup Price per Server or Socket	\$349	\$549	\$1099	\$1699
Proactive Ransomware Detection	✓	✓	✓	✓
24×7 Customer Support	✓	✓	✓	✓
Hypervisor-Level Protection	✓	✓	✓	✓
VM Recovery (Instant, Full, File)	✓	✓	✓	✓
Global Deduplication & Compression	X	✓	✓	✓
Second Site WAN- Optimized Backup Copies	X	✓	✓	✓
Native Protection for Nutanix AHV	X	✓	✓	✓
Distributed Enterprise Manager	X	✓	✓	✓
Scheduled Automated Recovery Testing	X	X	X	✓
RTO / RPO Compliance Reporting	X	X	X	✓
Unlimited granular Exchange recovery	X	X	X	✓
Security-Integrated Copy Data Manage- ment	X	X	X	✓

## HOW TO BUY

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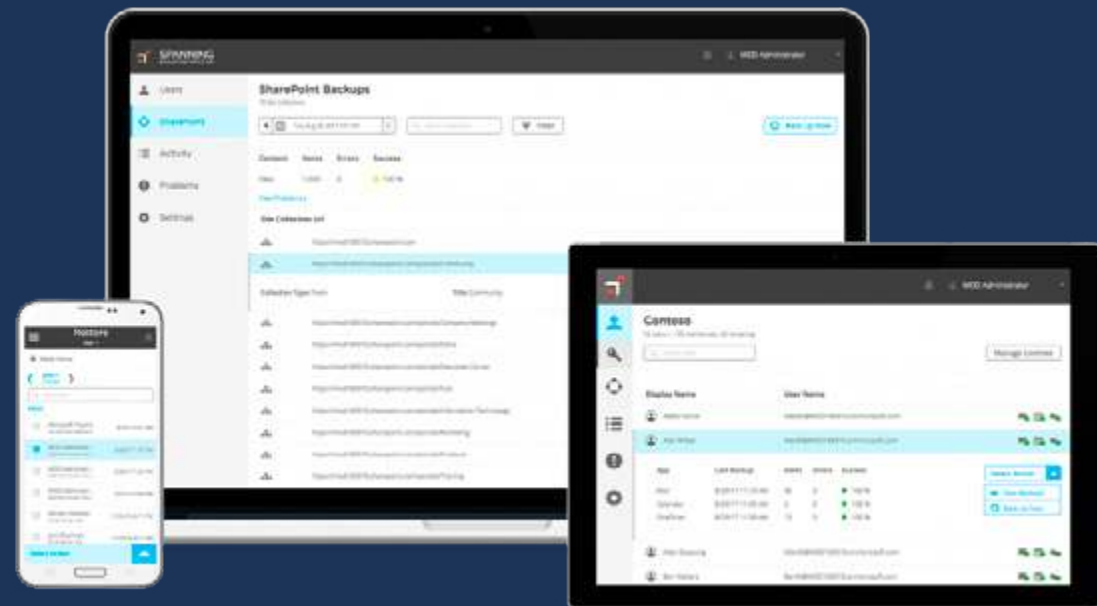
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## WORK LESS. SUDOKU MORE.

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SOLUTION ON PAGE 31





# Spanning 0365

**S**IMPLE RECOVERY AND UNLIMITED CLOUD RETENTION.

Your cloud-based Exchange Online, SharePoint Online, and OneDrive for Business data is critical, and it's at risk. Get daily, automated backup with unlimited storage & point-in-time, granular restore of mail, calendar, OneDrive, and SharePoint with Spanning Backup for Office 365.

## WHY CHOOSE SPANNING?

Spanning Backup for Office 365 is built to be reliable, enterprise-grade backup focused on 'backup fidelity'. Barracuda is difficult to setup and confusing to operate. They are also hard to monitor and ensure that they are working. In contrast, Spanning Backup for O365 is built to be easy to administer, run and use.

# CLOUD

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	CLOUD ADD-ONS			
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Service Description	Long-Term Cloud Retention	DR & VM Spin-Up	24-Hour SLA, Recovery Assurance	1-Hour SLA, Recovery Assurance
Retention Policy	90 days, Annual, or Infinite	NA	NA	NA
Self-Service, Granular Recovery	✓	✓	✓	✓
24/7/365 White Glove Service & Customer Support	✓	✓	✓	✓
Secure VPN Cloud Connection	✓	✓	✓	✓
DR Spin-Up of VMware vSphere	X	✓	✓	✓
DR Spin-Up of Microsoft Hyper-V	X	✓	✓	✓
DR Spin-Up of Windows Physical	X	✓	✓	✓
4 Weeks of Cloud Testing & Spin-Up Every 12 Months	X	✓	✓	✓
Recovery Assurance Automated DR Testing in the Cloud	X	X	✓	✓
24-Hour SLA for Spin-Up of VMs	X	X	✓	X
1-Hour SLA for Spin-Up of VMs	X	X	X	✓
Pricing Terms	500 GB Protected Capacity Increments			

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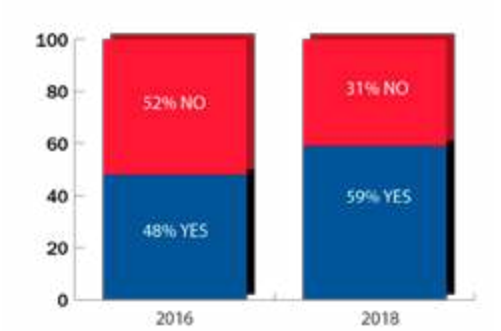
media (disk to tape, removable, tape) combined (31%). The cost of cloud storage has declined over the last few years and organizations are taking advantage of it to make cloud the most widely used long term retention option in 2018.

Finding #6 – Greater Role for Cloud in Data Protection

Now a majority of companies use the cloud for some form of disaster recovery.

Every year, the survey respondents were asked if they are currently using the cloud for data backup, archiving or disaster recovery. The percentage of organizations responding that they do use the cloud has risen each year. Now a majority of respondents trust the cloud enough to use it for data protection and business continuity. That **22% more companies use the cloud for DR /BC in just three years** is a strong vote of confidence in a relatively new technology.

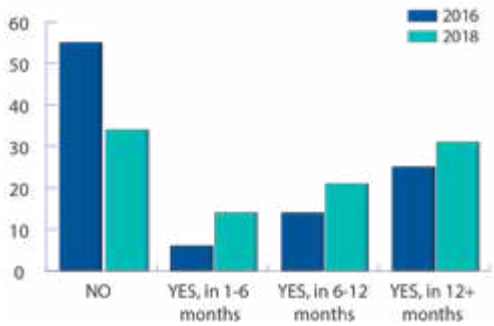
Are You Using Cloud for Backup, Archive, or Recovery? 2016 vs 2018



Finding #7 – Growing Cloud Acceptance Extends even to Non-Users

More of those who are not currently using cloud today plan to do so much sooner than in the past. The survey was constructed so that respondents who are not currently using the cloud were then routed to a

Are You Planning To Adopt Cloud? 2016 vs 2018



series of questions on their plans for future cloud use. 34% of all survey respondents reported that their company was not using the cloud as of early 2018. Of those not using cloud, 34% reported they have no plans to use cloud in the future. One third not using cloud currently planned to add cloud within a year and the final third reported they planned to add cloud longer than a year from now.

These percentages are very different than those from 2016. In 2016, IT admins showed a stronger reluctance to adding cloud **55% of them having no plans to do so. In 2018, more survey respondents plan to add cloud to their IT mix**, and to do it sooner rather than later. The reasons for this change in attitude is highlighted in their response to the next question.

Finding #8 – Resistance to Cloud has Settled Around Cost

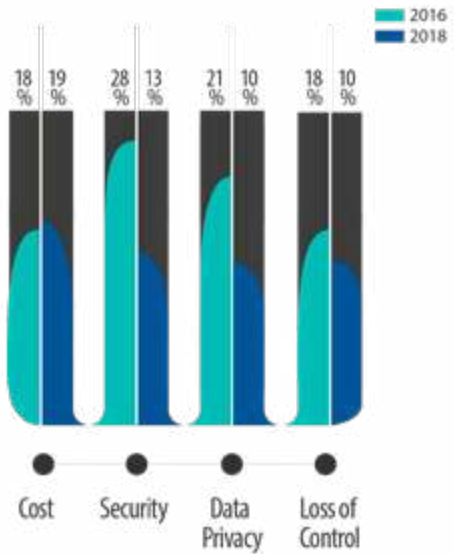
Technical concerns, once dominant, have diminished. The survey requested respondents to identify their reasons for not using the cloud, with the question being

designed as “select all that apply” so responses will not total 100%. While the top 4 answers were consistent with 2016, the response rates varied dramatically.

In 2016, there was strong distrust that the cloud functionally could perform as marketed. 28% of 2016 respondents felt the cloud was not secure, 21% thought their data would not be private and 18% thought they could lose control of their data. The issue of cost was tied with loss of data control for third or fourth.

There seems to have been a major shift in the acceptance of the cloud’s capabilities. Today, cost is the most frequently cited reason for not using the cloud with functional concerns dropping dramatically from 2016 levels. Perhaps with the absence of major cloud failures and hearing cloud success stories from their IT counterparts trust for the cloud seems to have risen substantially among even non-users.

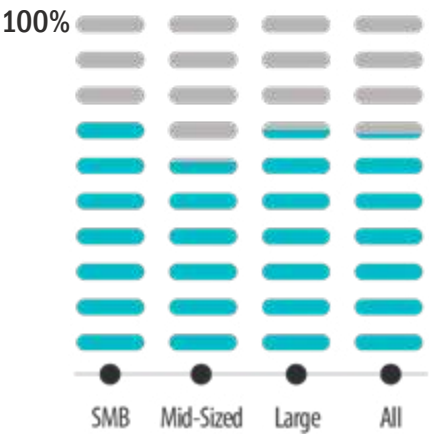
Why Don't You Use Cloud Today? 2016 vs 2018



Finding #9 – Mid-Sized Companies Lag in Cloud Adoption

Cloud adoption rates are not equal across companies of different sizes. 70% of small enterprises (1-50 employees), 57% of mid-sized corporations (51 – 1000 employees), and 65% of large enterprises (1001+ employees) reported using the cloud for DR/BC. **Mid-sized corporate adoption of the cloud is 12% to 18% lower than smaller and larger organizations.** Mid-sized organizations are large enough to have a secondary location to host data protections but, unlike large enterprises, may not have the IT resources and technical knowledge to use the cloud. Still a majority of mid-sized organizations report using the cloud, so financial and operational advantages can be gained by enterprises of all sizes.

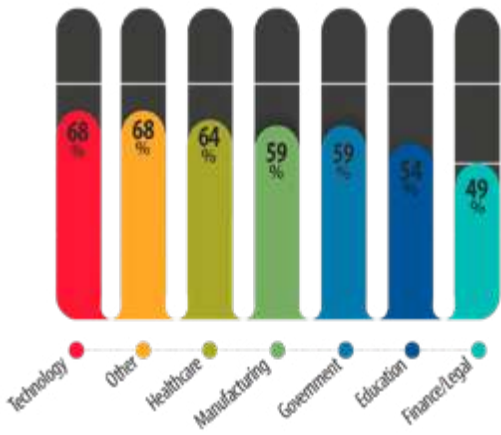
Are You Using Cloud for Backup, Archive, or Recovery? Split by Company Size 2018



Finding #10 – Cloud Usage Varies Greatly by Industry

In 2018 it is not a surprise that **technology companies lead cloud adoption with 68% of respondents reporting that they use the cloud for DR / BC purposes.** “Other” industries (retail, construction, engineering, services, wholesale, utilities, etc.)

Are You Using Cloud for Backup, Archive, or Recovery? By Industry 2018



also have a high rate of adoption. Finance / Legal have the lowest cloud usage as the industry deals with highly proprietary data and is often conservative in adopting new technologies, especially one where they seem to lose control and potentially increase the exposure of their very private information. Still almost half of all finance, insurance and legal organizations reported using the cloud.

Interestingly, while healthcare data is also proprietary and sensitive, this industry leads the list of cloud adopters, perhaps as a result of HIPAA and ARRA incentives.

CONCLUSIONS

Your business is at a greater risk of an outage than ever before. As the volumes of data requiring protection increase and the complexity of data centers grow, the chances of a fast recovery diminish unless you are prepared, equipped, and trained in recovery. This includes following industry best practices of establishing recovery goals, conducting regular backups, replicating data to remote locations, and regularly testing backup

procedures. The Unitrends 2018 Cloud Survey shows that a larger percentage of enterprises are following best DR practices, including trusting the cloud.

The survey also shows that leaders in disaster recovery are using the cloud as a cost effective and efficient tool in their data protection and business continuity program. They are trusting the cloud more often to help them meet their RTO and RPO objectives. If the responses of your peers leads you to want to learn more about the role cloud can play in data protection and disaster recovery then consider reading the [Unitrends Backup and DRaaS Buyers Guide](#).

What advice would you give to someone just starting to use the cloud for backup and recovery?

“Don’t do everything at once. Do proofs of concept and test everything.”

Network Admin,  
Large US Construction Company



**WORK LESS METHOD:  
PREDICTIVE ANALYTICS & SELF-  
HEALING HARDWARE**

Predictive analytics enables devices to understand what is inside the range of normal performance and predict hardware breakdowns. As intelligent devices gain greater knowledge from analyzing larger volumes of data, they will more accurately predict failures so recovery tactics can be taken before users are affected. Self-healing disks in appliances identify, diagnose, and eliminate a variety of common sources of disk failure. Predictive analytics automatically monitors and analyzes performance trends to predict and prevent hardware failures. If an anomaly can't be prevented, look for a solution that will proactively notify the customer and quick ship a replacement before failures affect backups.



1	7	9	8	7	6	2	5	3
5	7	2	3	1	9	4	6	8
8	3	6	2	4	5	7	9	1
4	6	3	5	2	1	8	7	9
2	8	5	9	3	7	1	4	6
9	1	7	4	6	8	3	2	5
7	5	1	6	8	4	9	3	2
6	2	8	7	9	3	5	1	4
3	9	4	1	5	2	6	8	7





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