

PREPARING FOR HURRICANE SEASON:

Data Backup and Beyond
Insights from a Data Protection Veteran



Tony Carollo,
President of Data Shark Technologies



THE 2016 FORECAST

Hurricane Predictions

Each year experts predict the total number of hurricanes and the number of major storms. For 2016, AccuWeather.com's long-range forecasting team anticipates:



14 named tropical storms



8 hurricanes

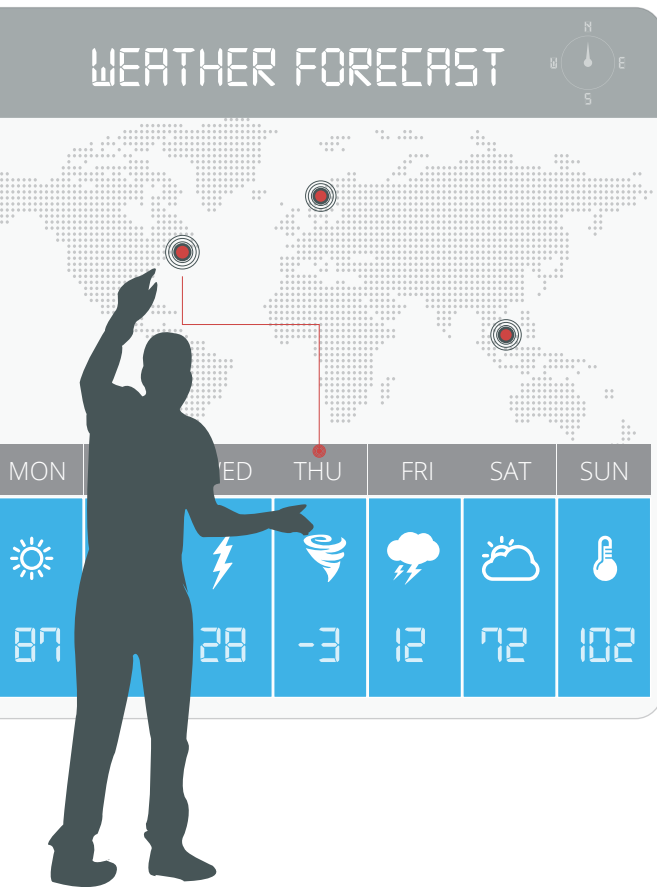


4 major hurricanes



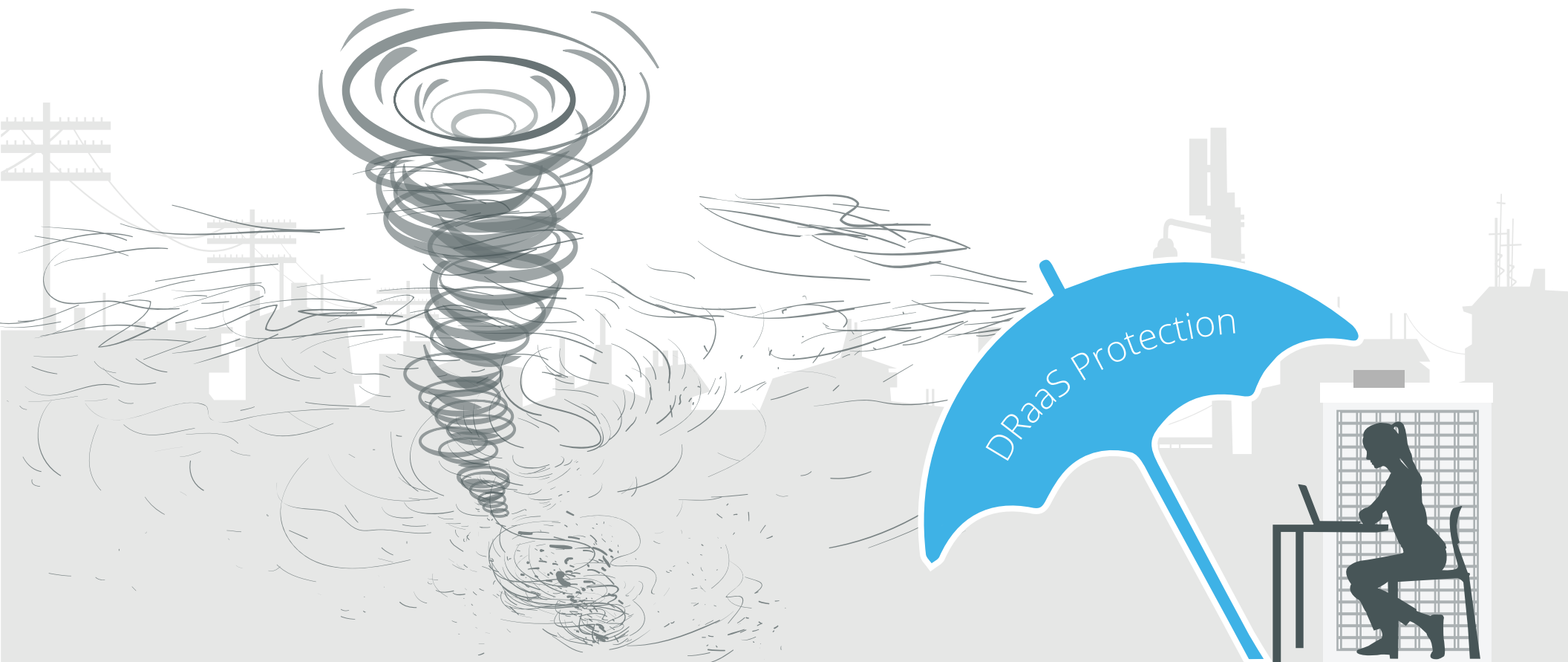
3 landfalls

These numbers are a significant increase from 2015 with twice as many major hurricanes forecasted.



INTRODUCTION

Tony Carollo, President of Data Shark Technologies has over 15 years experience helping companies with their data protection needs. Based in New Orleans, he is on a first name basis with companies that have lost their data due to major hurricanes. Watching companies struggle to recover after data loss is why he advocates companies review their data protection/disaster recovery plan before the hurricane season starts. He knows most companies think about data protection after the fact and that many are under the impression that their current data protection solution works. Here are his lessons to help protect your data during hurricane season.



4 LESSONS

from a Hurricane Data
Protection Veteran



Lesson #1

Backup Data Off-site

According to "[10 years after Hurricane Katrina: IT lessons learned](#)", IT professionals said "being less dependent on physical locations is just one of the keys to ensuring your company doesn't go out of business when disaster strikes."

Tony Carollo couldn't agree more. Whether it's hurricane season or not, he recommends customers maintain at least one backup of crucial data off-site and adopt a cloud backup solution. He calls it "data protection 101" and lists 5 advantages of cloud backup:

- 01 | Affordable:** No huge capital expenditure or extra IT resources needed to deploy, manage, and maintain. It's the best option for SMBs with limited IT budgets.
- 02 | Anytime, Anywhere Access:** Putting your data in the cloud allows your employees to have access to their data anytime and anywhere.
- 03 | Off-site:** When you keep your data off-site, you minimize business risk from losing your on-premise backups to hardware failure, human error, and natural disasters.
- 04 | Automatic:** As an SMB with limited resources, you don't want to spend time managing backups. Cloud backup makes it easy to backup your data automatically and continuously – just "set it and forget it."
- 05 | Simple Management/Fast Recovery:** Most cloud backup vendors make it easy to manage your data protection needs from a web-based dashboard and initiate fast restores.

GET FREE TRIAL

Lesson #2

Not All Backup Solutions are Created Equal

The old adage “you pay for what you get” can be extremely costly for companies that select a cheaper or consumer grade backup solution. Tony recommends you ask the following questions to make sure you’re buying a reliable data protection solution:

01

How long do they keep a copy of your data?

Consumer grade solutions keep data for 3-6 months and do not include unlimited version history. Look for unlimited archiving and version history for your data.

02

Will the provider help you comply with key industry regulations?

If your business is subject to major regulations (i.e. HIPAA, CJIS), you’ll need to understand what level of regulatory compliance is built into the vendor’s cloud services. Many consumer grade solutions do not meet industry compliance regulations.

03

How does the provider ensure data security?

Enterprise-grade solutions offer double-blind encryption and some vendors provide private key encryption, so that you are the only one that can view or decrypt your data in the cloud.

Lesson #3

When Did You Buy That Server?

Tony has a lot of customers who have one server on-site and rely on it heavily. The problem is that they often forget how much risk aging hardware introduces. If your server is 5-6 years old, it's probably time to think about adding a backup solution as an insurance policy.

While many companies take a “wait until it breaks” approach, a server failure is extremely costly for your business. These costs include:



Time and effort required to diagnose and repair the source of the crash



Time and effort spent getting your systems running



Lost revenue



Employee productivity loss



Brand damage
(i.e. weakened customer loyalty)



Lesson
#4

Going Beyond Backup

Regular backups that are being replicated to an off site location are a step in the right direction, but what about your RTO/RPO objectives? Today's "always-on" competitive landscape has forced companies to find affordable disaster recovery solutions for stricter RTO/RPO objectives. It's why many companies are turning to cloud-based disaster recovery as a service (DRaaS) solutions so they can instantly boot systems and applications in the cloud when they go down due to hardware failure or a natural disaster.

Think about your CRM, email, or Active Directory controller – how long could you afford to go without these mission-critical applications? With DRaaS, you can replicate and host your physical and virtual servers to a second location, either to a second appliance or the cloud. They differ from traditional disaster recovery in 4 main ways:

- 01 | No need to build or manage a secondary site
- 02 | No extra IT resources needed to manage or test
- 03 | Up to 90% cheaper
- 04 | Simple and easy testing that won't break anything in production

The result is near-zero downtime, at a price that fits most SMB budgets.

CONCLUSION

The devastating effects of a hurricane extends beyond the coastal areas where the storm lands. In recent years, we've seen the widespread damage hurricanes inflict on communities and small businesses. Much of this can be categorized as downtime costs. Hurricane Sandy took many New York data centers offline with flooding and power outages, leaving customers without access to their critical business applications.

While everything is still above water, now is the time to add cloud-backup and consider new disaster recovery as a service solutions. With DRaaS, you can eliminate downtime worries by making sure your data and systems are available, even if disaster strikes. Need help evaluating DRaaS vendors? Start with Gartner's Magic Quadrant for Disaster Recovery as a Service report:

[Gartner Magic Quadrant Report](#)