WHITE PAPER

Protect Your Organization When the Unexpected Happens

Devise a Solid Business Continuity and Disaster Recovery Plan

Kurt E. Hildebrand, Practice Director, Converged Data Center, PC Connection, Inc.

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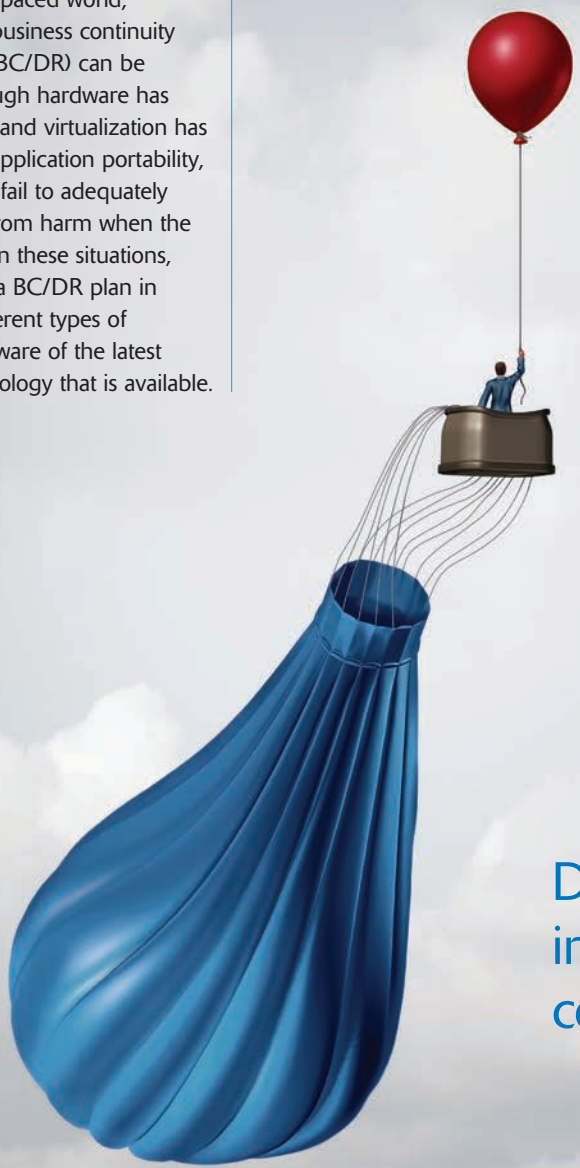
1.800.800.0014
www.pcconnection.com/DRservices

EXECUTIVE SUMMARY

In today's fast paced world, planning for business continuity and disaster recovery (BC/DR) can be a real challenge. Although hardware has become more resilient and virtualization has increased service and application portability, most BC/DR plans still fail to adequately protect organizations from harm when the unexpected happens. In these situations, it is important to have a BC/DR plan in place that includes different types of disasters and also be aware of the latest disaster recovery technology that is available.



Reduce Risk with Disaster Recovery

In a world of big data, a BC/DR strategy is essential. A Ponemon Institute study showed that a single minute of downtime costs the average business $7,900[1]. As companies continue to automate, that number will only increase. When Aberdeen first examined the cost of an hour of downtime in June 2010, they found that downtime costs a company an average of $98,000 per hour. In this survey we find the average cost to have risen to almost $138,000, a 38% increase in just two years. When the cost of downtime is combined with the number and length of each event, the yearly negative impact of downtime and the value of DRaaS can be calculated.

As seen in **Figure 1**, DRaaS users experience one fifth the financial impact of in-house recovery infrastructure users; they suffered 50% fewer instances of downtime, and recovered almost three times faster from each event.

Downtime costs will increase as companies continue to automate.

Figure 1: Yearly Negative Impact of Downtime and the Value of Disaster Recovery as a Service[2]

	Cloud DR Infrastructure Users	In-House Infrastructure Users	Difference
Number of DR Events per Year	1.5	2.8	1.3
Average Length of DR Events	1.0 Hours	2.6 Hours	1.6 Hours
Average Cost per Hour of Downtime	$138,000	$138,000	—
Yearly Average Cost of Downtime	$207,000	$1,004,640	$797,640

Keep Your Organization Up and Running

A good BC/DR solution not only ensures your organization will get back on its feet quickly after a disaster, but cuts down on the number of disasters, period. The Aberdeen Group surveyed 125 businesses[3] that already had disaster recovery plans in place to best learn about the results of having and implementing a solid BC/DR plan. **Figure 2** shows how a recovery plan reduces downtime, prevents disasters themselves, and helps keep your organization running 24 x 7 to keep making money doing what you do. If you're that organization with an inadequate BC/DR plan, that's not money you've lost. It's money you should have made.

Figure 2: Yearly Savings of BC/DR Plans

	Best BC/DR*	Average BC/DR	Poor BC/DR
Disasters	.9	3	3.5
Hours of Downtime	1.2	14.1	29.4
Money You Should Have Made	$72,000**	$1,220,000**	$2,880,000**

**Best-in-class companies were defined as those having disaster recovery programs that recorded fewer than 1 downtime event over the last 12 months, required less than 1 hour to recover 90% of their functionality after each event, and met 95% of their company's data availability Service Level Agreements (SLAs) over the last 12 months.*

***Based on $60K/hour, $110K/hour and $898K/hour, respectively.*

Ascertain Best Practices for a Valuable BC/DR Plan

Not all data is created equally or is absolutely necessary for BC/DR. Similarly, there are a range of BC/DR options to fit different objectives and budgets. A recent Gartner Data Center Conference[4], regarding backup architectures to meet disaster recovery strategies, confirmed that there is no single strategy to meet all needs. There are, in fact, many effective strategies from which to choose. Hybrid storage offers flexibility, and multiple storage options can make a BC/DR plan faster, redundant, and more robust. Ultimately, all backup, archiving, and recovery tools lead in the same general direction so organizational needs must drive the strategy.

Test Thoroughly and Often

The benchmark of any good BC/DR plan is testing. Whether the plan is simple or complex, testing is one of the most important steps to ensure success in the event of a real disaster. Wherever your organization is in the disaster recovery lifecycle—from initial policy to periodic testing—make certain that any plan is well designed, tested, and tested again to measure the results and instill confidence in the recovery strategy. We recommend testing at least twice per year. Without testing, businesses run the risk of the DR site not meeting current requirements. This could result in severe business losses. However, regular testing helps to capture the ever-changing business requirements, so gaps or issues can be addressed in advance of a disaster.

You Can't Predict the Future, But You Can Plan Ahead

Organizations of all sizes are vulnerable to any crisis that prevents them from continuing normal operations. A well-structured and coherent BC/DR plan will enable companies to recover quickly and effectively from an unforeseen disaster and avoid significant interruption and loss.

PC Connection Expertise

We have championed an approach to BC/DR planning that can help organizations devise and implement a tested and validated recovery plan—a true differentiator in the industry.

Our experts design, test, and validate business continuity and disaster preparedness plans—giving you the confidence and peace of mind that your organization is protected.

1 DatacenterDynamics FOCUS, 2013.

*2 **Disaster Recovery as a Service:** It Delivers Aberdeen Group, February 2012.*

*3 **You Need Professional Help:** A Case for Third-Party Consultants. Aberdeen Group, July 2011.*

4 Gartner Data Center Conference, December 2013.

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