Understanding Backup and Disaster Recovery Solutions

Hit the Data Protection Homerun

Service providers know it is not a question of if a business will experience data loss, it is a matter of when. Backup is widely employed as the last line of defense to protect against threats like human error, infrastructure failure or natural disaster. A single threat can cripple a business, regardless whether it is malicious, environmental or accidental. Backup always provides a necessary safety net.

Disaster recovery (DR) is a specialized solution that focuses on recovery speed in order to maintain business continuity. While the service is often associated with preparing for natural disasters, there are many use-cases when DR can be effective for customers … and generate revenue for service providers.

Backup 101

Customers need backup as the first step toward recovery and, more importantly, to protect their bottom line. The need for backup should be non-negotiable because having a solution in place it is just smart business:

- Data is required to keep companies running
- Reputational integrity is essential to retain customers and attract new ones
- Compliance is critical to avoid regulatory fines and additional expenses

Backup is reliable protection that ensures you can get your data back, even if it takes a little time.

Disaster Recovery 101

While backup delivers a steady approach to recovery, disaster recovery (DR) delivers the near-instant homerun. Cloud computing enables disaster recovery as a service (DRaaS), cutting recovery times significantly and allowing business systems to function remotely until traditional systems are restored.

$8,000 to $74,000: the average cost to an SMB of a single hour of unplanned downtime[1]

93 percent: the number of businesses that close within 12 months after being unable to access their data for 10+ days[2]

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[1] Ponemon Institute, State of Cybersecurity in SMBs

[2] U.S. National Archives and Records Administration

Get Paid to Solve Problems

The data protection and recovery solution market is projected to reach **$120 billion by 2025**.[3] Part of this widespread adoption is based on customer use of cloud solutions like Office 365. Protecting the cloud-based data companies rely on is critical, opening the door for service providers to explain the unique value backup and disaster recovery solutions deliver.

[3] MarketsandMarkets, February 2018

Pro Tip

Just getting started? Incrementally add DR services and even S3 compatible storage to your portfolio.

Service providers can take advantage of this growing market and create new revenue streams by offering innovative, cloud-based data protection solutions customers need to compete. Knowing the different recovery strategies required to solve pressing customer problems is any easy first step.

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