

ITTSTAR WHITE PAPER

Top Five Reasons for a Backup and Recovery Plan Reassessment



Backups are the unsung heroes of every business. In fact, consider them the crown jewels of your company, for they are the frontline guardians, standing tall against the forces of nature and human error alike.

Regardless of the chaos that may descend, your organization's fate hangs on the thread of certainty – the assurance that your backups are not just there but are reliable, resilient, and above all, rescuable. After all, without a solid recovery plan, those backups are nothing more than digital relics waiting to fade into ineffectiveness.



Traditional backup solutions:

41%

Often require too much manual work

38%

Are too slow

38%

Have outdated features

Balancing backups and maintaining a vigilant watch over your recovery platform can be an overwhelming demand, especially for IT teams juggling multiple priorities

To add to the complexity, conventional backup and recovery strategies often suffer from the following limitations

Too slow: Lagging behind user demands, traditional methods struggle to deliver the speed businesses crave. Instant recovery and minimal data loss have become the gold standard, but as data volumes expand, many organizations find themselves falling short of backup and recovery time objectives.

Too risky: While offsite backups are a lifeline, the journey they undertake presents chances for mishaps and exposure, heightening downtime, and data loss.

The trust placed in recovery can waver, often due to haphazard or non-existent testing that overlooks evolving system dynamics and relies on antiquated recovery playbooks.

Too Complex: The surge in data is nothing short of a digital explosion, and businesses find themselves grappling with the ever-mounting expenses of safeguarding this precious resource. The relentless rise of mobile devices and the data deluge from the Internet of Things (IoT) only add fuel to this growth fire.

Yet, the path to recovery often involves creating an entire duplicate ecosystem, which translates to doubling down on capital investments for infrastructure, technology updates, and the expertise needed to keep it all running smoothly

Too Rigid: Production workloads, the lifeblood of your business, are in a perpetual state of evolution, expanding their reach and influence day by day. To keep up with this dynamic landscape, your recovery infrastructure must be equally adaptable.

But beware, if your backup and recovery processes can't scale seamlessly, you're walking on thin ice. Delayed changes could lead to recovery mishaps and prolonged downtime, the last things any business wants to grapple with.

Time Consuming: The scarcity of subject matter experts confined to a single domain is a growing and an ongoing challenge. This scarcity translates into relentless time pressures, competing priorities, and the unfortunate situation where skilled IT professionals find themselves torn between driving crucial digital business advancements and shouldering the weight of daily backup and recovery duties.

Let's Revisit your Backup and Recovery Strategy

These compelling reasons demand a fresh perspective on your backups and disaster recovery planning. Let's delve into the key factors you should ponder as you embark on this re-evaluation

1

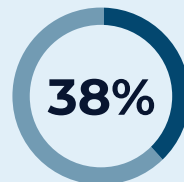
Can you consider a different path from your customary practices?

Far too often, organizations make the mistake of treating backup and recovery as separate entities, assuming that backups alone suffice. But in truth, backup and recovery are inseparable companions on the journey to data resilience.

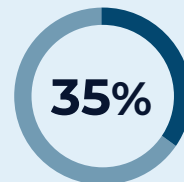
The approach of using backup as the foundation for recovery is a powerful strategy, allowing organizations to tackle both data protection and data restoration with a single solution. Whether you're navigating the complexities of a sprawling IT infrastructure or managing a more modest setup, there's room for replication-based recovery for critical data and backup-based recovery for the rest, ensuring a comprehensive safety net.

What's your Digital Transformation Focus?

Most frequently cited executive business goals:²



Business continuity
and resiliency



Profitability
and productivity

2

Is your ability to recover in times of need truly assured?

Your confidence in your recovery plan hinges on two critical metrics: how much data you can afford to lose (Recovery Point Objective, or RPO) and how long your systems can stay offline (Recovery Time Objective, or RTO) before your business feels the pain.

But here's the catch: you need a dedicated team with a laser focus on resurrecting your business when the chips are down. In today's fast-paced world, market-savvy organizations are turning to recovery service partners for three compelling reasons: ease of use, scalability, and automation. These partners not only help meet promised RTOs and RPOs but also work hand-in-hand to validate recovery efforts, rigorously test recovery plans, and trim down the latency of your Real Time Achievable (RTA) metric.

If your IT landscape is a mosaic of physical and virtual applications and data, your RTA should encompass the resilience of your hybrid workloads, regardless of their location or complexity. This calls for a sophisticated, fully orchestrated recovery plan, powered by automation, that spans all platforms.

In 2023, **67%** of **IT professionals** reported a failure when trying to recover data.

3

Is there room for reducing your Recovery Time Objective (RTO)?

The average downtime during an IT outage stretches to a whopping 79 minutes, and the hourly cost of that downtime is a staggering \$85,000, a steep \$20,000 increase from last year. With every tick of the clock, your business faces mounting pressures, from revenue losses and eroding stakeholder trust to heightened vulnerability in the competitive arena and punitive regulatory fines. Prolonged downtime is a gamble you simply cannot afford.

While replication-based recovery shines in recreating and restoring an online replica of your technology stack, it may leave you exposed should your data fall victim to inadvertent corruption or a malicious ransomware attack. The surefire way to bolster your recovery prospects? Keep copies of your data safely stashed offsite and offline. And with tape-based recovery carrying inherent risks, a growing number of organizations are gravitating toward multi-tenant and cloud-based backups to fortify their resilience

4

Are there opportunities to cut down on storage costs?

As businesses continue to generate and grapple with ever-expanding data volumes, a shift is underway. Companies are veering away from the expensive upkeep of on-premises or secondary storage solutions and setting their sights on more cost-effective cloud and multi-tenant storage alternatives. According to IDC, traditional array-based storage software deployments are shrinking in both size and scope, while host, hypervisor, and cloud-based storage software solutions are on the rise.

A striking fact emerges: unstructured data is projected to encompass a whopping 80% of global data by 2025. This emphasizes the importance of a strategic approach, advocating data tiering over indiscriminate storage on a single platform at a uniform cost. Valuable data deserves top-tier, high-performance environments, while less critical data can reside in more budget-friendly systems. Harnessing the flexibility of an operating expense (OpEx) finance model enables you to fine-tune your data protection budget, keeping pace with the relentless growth and evolving dynamics of your business.



A shorter RTO means faster recovery, enabling you to swiftly restore the pulse of your business operations.

In fact, a staggering **60% of IT professionals** regard recovery speed as extremely important.

5

Do you have the means to safeguard against ransomware and malware attacks?

The ultimate defense against ransomware requires preparation for the most dire scenarios – a widespread disruption across your entire IT landscape. As a sound practice, when you implement cloud-based backup and recovery, you gain the flexibility of multiple recovery point copies. This guarantees that at least one set of backups remains beyond the reach of cyberattacks, securely isolated from your organization's network.

These offsite copies not only bolster your defense against malware but also form a crucial element of the 3-2-1 Backup Approach. This strategy advises having a minimum of three data copies, stored on two different media types, with one backup copy residing offsite, ensuring robust data resilience.



Smart Backups, Seamless Recovery: Choose Confidence, Choose ITTStar!

ITTStar offers a seamless solution for recovering your virtual and physical environment, including critical applications, whether they reside in the cloud or on-premises. We even provide access to alternative recovery workspaces, ensuring your team stays connected, resilient, and agile. Our mission is to expedite your return to business-as-usual with minimum disruption.

Regardless of whether your environment is entirely virtual or comprises a diverse mix of hybrid IT platforms and enterprise storage systems, our comprehensive recovery portfolio empowers you with a seamlessly integrated disaster recovery plan. We simplify your recovery journey by offering a one-stop solution you can always rely on to keep your business operational, accessible, and fortified.

- Managed Recovery
- Cloud Recovery
- Cyber Incident Recovery



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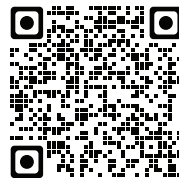
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