

# TRADITIONAL BACKUP VS INTELLIGENT BUSINESS CONTINUITY

## RECOVERY TIME

### TRADITIONAL BACKUP

With legacy backup technologies like tape, downtime is prolonged since a full recovery can take days or weeks.



VS

### INTELLIGENT BUSINESS CONTINUITY

Downtime after a disaster is reduced to hours, minutes or even seconds.



## HUMAN ERROR

### TRADITIONAL BACKUP

High risk of backup and recovery failure from human error since frequent manual intervention is required.



**58%** of downtime is the result of human error.<sup>1</sup>

VS

### INTELLIGENT BUSINESS CONTINUITY

Fully automated backup process means very little manual management required.



## VERIFICATION

### TRADITIONAL BACKUP

Difficult to test if a backup is working properly.



VS

### INTELLIGENT BUSINESS CONTINUITY

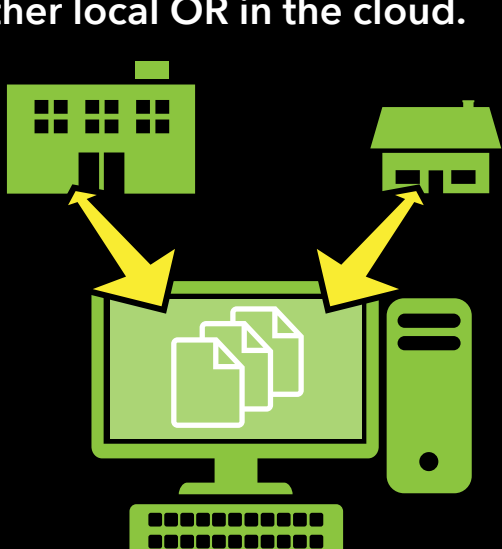
Automated screenshots are taken of each image-based backup, then emailed to user, to verify a successful backup was taken.



## HYBRID CLOUD

### TRADITIONAL BACKUP

Data and backups are at risk when based in only one location, either local OR in the cloud.



VS

### INTELLIGENT BUSINESS CONTINUITY

Data and backups stored in both local device AND secure cloud will mitigate downtime, as business can run off the local device or the cloud.



## BACKUP SPEED

### TRADITIONAL BACKUP

Legacy systems like tape have slow write speeds. Slow backups mean fewer backups per day and an inferior recovery point objective (RPO).



VS

### INTELLIGENT BUSINESS CONTINUITY

Modern backup hardware gives you high-performance networking, and reliable, high-speed hard disk and solid-state drives. Faster backups means you have more intermediate points to recover from.



## INSTANT VIRTUALIZATION

### TRADITIONAL BACKUP

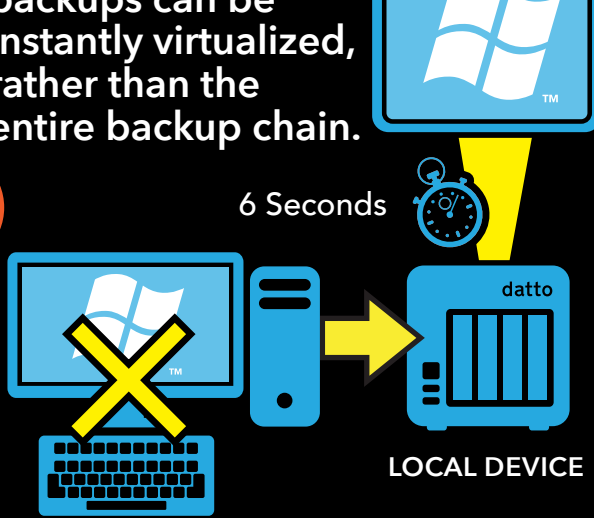
Converting backups to bootable virtual machines is time-consuming and error prone, meaning longer recovery times.



VS

### INTELLIGENT BUSINESS CONTINUITY

Incremental backups can be instantly virtualized, rather than the entire backup chain.



## REDUNDANCY

### TRADITIONAL BACKUP

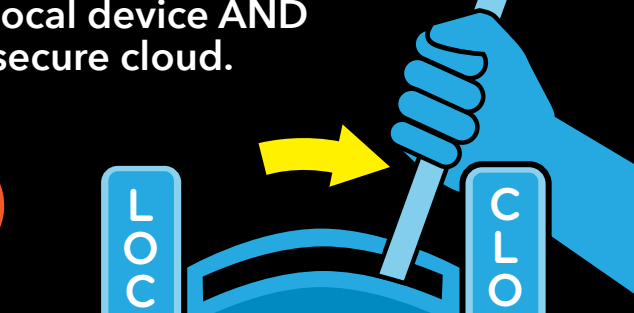
Time consuming and expensive to make copies of, or store, backups in multiple locations. 61% of SMBs still ship tapes to an off-site location.<sup>2</sup>



VS

### INTELLIGENT BUSINESS CONTINUITY

Each image-based backup is automatically saved as a VMDK, in both local device AND secure cloud.



## COMPLIANCE

### TRADITIONAL BACKUP

Limited options for encrypting data, may not pass industry regulations (i.e., HIPAA, SOX).



VS

### INTELLIGENT BUSINESS CONTINUITY

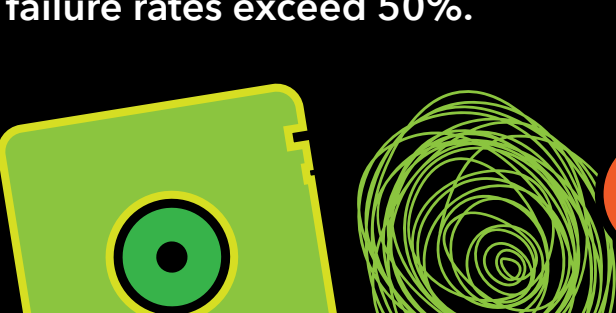
AES 256 and SSL key-based encryption ensures data is safe and meets industry regulations.



## RELIABILITY

### TRADITIONAL BACKUP

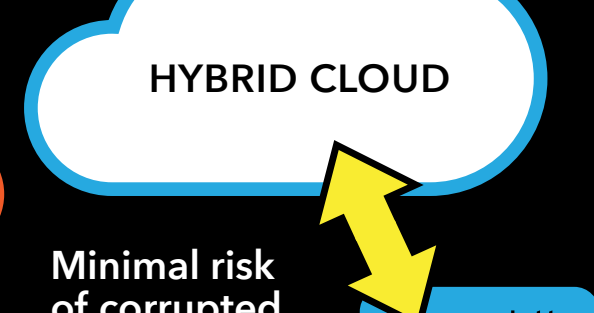
When recovering data, tape failure rates exceed 50%.



VS

### INTELLIGENT BUSINESS CONTINUITY

Minimal risk of corrupted backups or data loss.



## SECURITY

### TRADITIONAL BACKUP

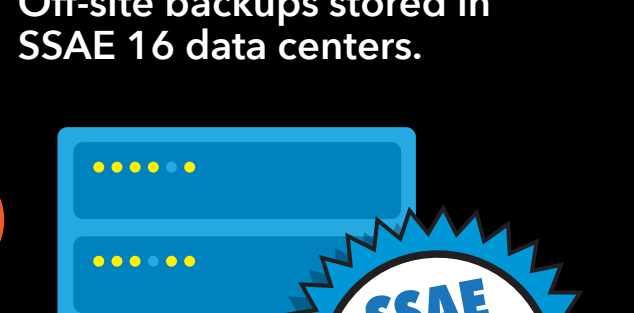
Potential for theft or loss of media.



VS

### INTELLIGENT BUSINESS CONTINUITY

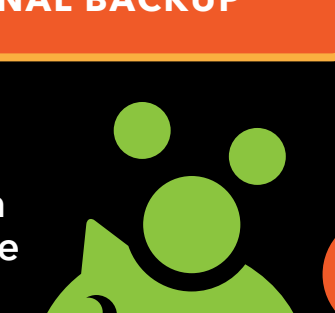
Off-site backups stored in SSAE 16 data centers.



## COST

### TRADITIONAL BACKUP

Perceived cost savings are deceiving when you consider the average cost of downtime is **\$163,674.** per hour.<sup>3</sup>



VS

### INTELLIGENT BUSINESS CONTINUITY

The ability to keep your business running in the event of disaster has immeasurable value.



1. "Enterprise Data and the Cost of Downtime," IOUG, July 2012

2. Information Week

2. Aberdeen Group