



## An Economical Approach to Safeguarding Your Data

Some small- to medium-sized companies' disaster recovery solutions consist of backing up their data to tapes each night. Other companies recognize that while data backup is important, it is only one small part of an overall disaster recovery plan. Today, many businesses are demanding a higher degree of business application availability. The longer a critical application such as email or an accounting system is down, the longer it will take for the company to recover. Studies by the University of Texas and the Small Business Administration assert that 93 percent of companies that sustain a loss of critical data go out of business within two years.<sup>1</sup>

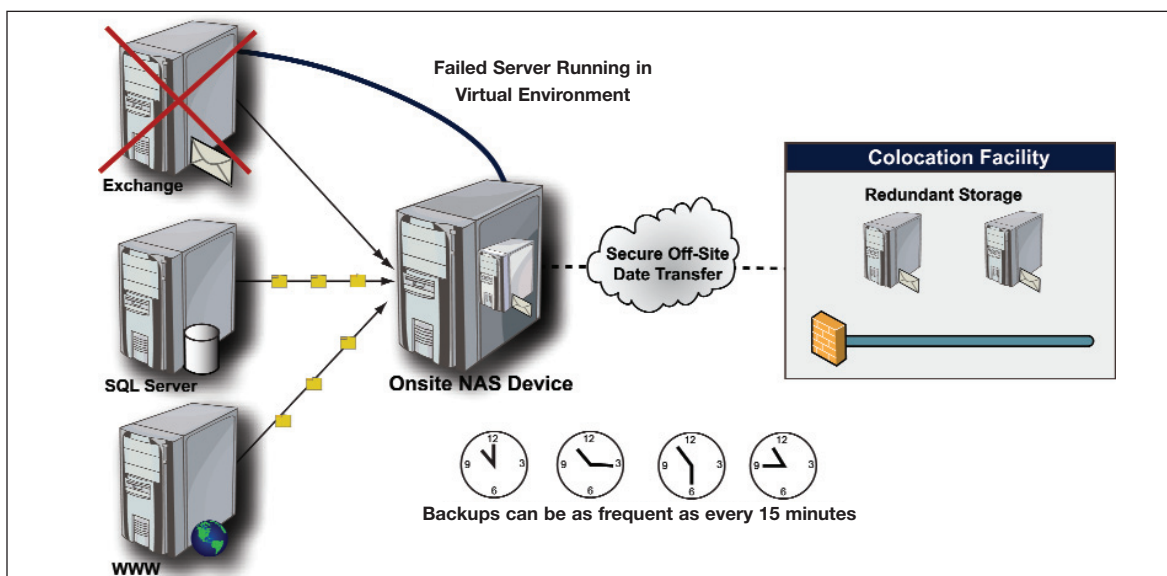
### Traditional Backup Solutions Can be Problematic

When deciding upon either on-site or off-site data backup solutions, companies should weigh the pros and cons. On-site backups give companies instant access to the data in the event of a hardware failure from a server. Unfortunately, backup devices that hold large amounts of

data tend to be expensive and are prone to hardware failure. Another issue with performing on-site backups is that they are usually done once daily, preventing people from restoring any new or modified data files that were created after the daily backup. They also need periodic cleaning and testing to ensure that data is actually stored on them.

And while off-site backup solutions require no hardware and very little maintenance, they are an inadequate solution in the event of a severe hardware failure or damage caused by fire or flood. This solution usually results in several days of lost productivity as the backed-up files need to be physically shipped to the company where a technician would restore the data onto new server(s) and reinstall all applications.

Outside of having an expensive fully redundant disaster recovery solution at a data center, what are your choices today?



## **Today's Technologies Provide a Cost-Effective, "High-Availability" Solution**

In the past year, a new cost-effective backup/disaster recovery solution was introduced that combines the advantages of traditional backup solutions (instant access to data, low hardware and maintenance costs), with high availability to critical applications and data.

How this works—this disaster recovery server securely backs up the application servers' data via the Internet to a data warehouse every 15 minutes. Most impressive—it has the ability to mirror the functionality of any server. So if a critical server goes down, the new disaster recovery/backup server would be able to maintain access to that service via a "virtual" copy of that server.

In the event of a major disaster such as a flood, fire, hurricane, or other catastrophe, which prevents access to all servers—including the disaster recovery/backup server—a new preconfigured backup/disaster recovery server would be immediately shipped to the company,

preinstalled, with a virtual copy of its servers and their latest data. Once the new backup server is connected to the company's network, the company would regain access to its critical applications with minimal downtime.

Disaster recovery backup solutions are constantly evolving. Companies need to consider new technologies that can provide the reliability and availability they need to keep their companies running. Unfortunately, preparing for extended downtime of critical applications is something companies only truly appreciate when they are unfortunate enough to have it happen to them. It is important for a company to be as proactive as possible and plan ahead to mitigate potential disaster situations. ■

<sup>1</sup> Mark Ferelli, *Strategies for Online Backup*, WebCPA, February 25, 2008

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