

The VMware logo is positioned in the top left corner of the page. It consists of the word "vmware" in a lowercase, sans-serif font, with a registered trademark symbol (®) to its upper right. The background of the entire page is a low-angle, blue-tinted photograph of several tall skyscrapers reaching towards a cloudy sky. A large, semi-transparent blue triangle is overlaid on the right side of the image, pointing towards the top right corner. In the top right corner, there is a decorative graphic of overlapping green and yellow diamond shapes.

vmware®

A Guide to Disaster Recovery in the Cloud

Simple, Affordable
Protection for Your
Applications and Data

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Cloud-Based Disaster Recovery

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Most organizations know they need to protect their business critical information to minimize downtime in the event of outages, failures, disasters and other disruptions. But not all companies have the budget, expertise, or time to develop a comprehensive disaster recovery plan.

Traditional disaster recovery plans are prohibitively complex and expensive for mid-sized businesses with limited budgets and resources to successfully configure and manage a solution in-house.

For organizations with disaster recovery services in place, the challenge often lies in supporting the ongoing maintenance and re-evaluating the initial investment versus newer offerings as their environment continues to expand, or leases expire.

Fortunately, the landscape of disaster recovery solutions is shifting to accommodate changing IT needs. VMware vCloud® Air™ Disaster Recovery provides simple, affordable, automated processes for replicating and recovering critical applications and data — at a fraction of the cost of duplicating infrastructure or maintaining additional data centers. Organizations can afford to scale their efforts as needed, with flexible terms and resource options.

According to an IDG market survey, 43% of respondents are getting started with hybrid cloud to improve their disaster recovery capabilities.

Source: IDG Research Services, February 2014

Common Business Drivers

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The challenges of traditional disaster recovery solutions include high cost, complexity and lack of reliability, especially for support services. The investment in infrastructure and unused licenses can be prohibitive. So although a top IT priority, the expensive nature of deploying a disaster recovery plan is often an unobtainable goal.

Organizations with an existing disaster recovery solution may rely on a traditional in-house approach, supporting a secondary/tertiary site, or paying a high price for service providers to fully support and manage a disaster recovery plan. That's why it's prudent for IT to consider a cloud-based disaster recovery solution that's faster, more affordable and less complex.

Disaster recovery in the cloud is emerging as a compelling alternative due to the flexibility in commitment, capacity, and cost. Cloud-based disaster recovery enables organizations to overcome:

- Lack of in-house expertise and budget
- Limited time and resources for ongoing maintenance
- Expensive secondary or tertiary data centers
- Expenses of replacing end-of-life/lease solutions
- Lack of protection for remote/branch offices

“Many organizations today still struggle with assembling the skills, time or money to adequately plan and test their DR preparedness. Nearly 3 out of 4 organizations are at risk of failing to recover from disaster/outage.”

Disaster Recovery Preparedness
Benchmark Survey, 2014 Annual Report

Common Questions to Ask When Evaluating Options

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For organizations with a disaster recovery plan in place, maintaining the solution on an ongoing basis can be a challenge, leading many to look into refreshing their options in order to cut on spending and leverage existing investments. For those lacking a comprehensive disaster recovery plan, or the expertise and resources to configure, manage, and test an effective disaster recovery solution, cloud-based disaster recovery can provide a flexible, more affordable option. Ask these questions when evaluating disaster recovery options:

Q1: Is your current disaster recovery plan limited to traditional methods at the risk of costly operational downtime?

The costs of traditional disaster recovery solutions can force you to make tradeoffs on what you can afford to protect versus what you need to protect. This can leave your organization vulnerable to having inadequate protection. vCloud Air Disaster Recovery addresses variable capacity requirements needed to support common disaster recovery use cases, such as replication, failover, and recovery, at a significantly reduced price point over traditional in-house disaster recovery solutions like backup and archiving, supporting a secondary site, or managed services alternatives. You have the scalability to accommodate shifting requirements, you pay only for what you need, and you have flexible subscription options.

Q2: Has replication-based disaster recovery been beyond your grasp based on the cost and complexity of implementation?

Deploying and managing a traditional disaster recovery plan can be complex and require time, budget, and staff that you may not have. vCloud Air Disaster Recovery provides an easy way to get started with an effective disaster recovery plan — without investing in any hardware, without hiring and training new specialists, and without having to invest in a secondary physical site. The service provides a simple, secure, automated process for replicating and recovering applications and data in the case of a local disaster or disruptive event.

Q3: Does your existing disaster recovery plan require high-touch, expensive and time-consuming management to maintain?

The ongoing maintenance and monitoring of a disaster recovery solution can require new training and skills, and introduce time-consuming manual processes. vCloud Air Disaster Recovery provides a single interface and common management with your onsite VMware environment. You'll be up and running faster as your staff can use the UI that they are most familiar and comfortable with to manage your disaster recovery environment. Workflow execution and task management are available from both the vSphere® Web Client and the vCloud Air Console to ensure access to your disaster recovery environment at all times.

Q4: Is your disaster recovery solution incompatible with your onsite infrastructure, requiring custom integration to protect onsite virtualized applications?

Moving applications and workloads to the cloud usually involves introducing a different environment than what you are running onsite. This increases complexity, not just for monitoring and management, but also for networking, security, and operational processes. For vSphere customers, vCloud Air Disaster Recovery provides a fully compatible cloud solution built on the same platform — vSphere — that you are already using with your onsite VMware environment. This full compatibility means you can protect any virtualized application without custom integration or implementation.

Top 3 Use Cases

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With cloud-based disaster recovery, organizations can easily implement or extend their disaster recovery solution for a variety of circumstances, such as:

1

Avoid Building a Secondary Disaster Recovery Site

Cloud-based disaster recovery allows you to protect your production environment without the expense and management burden of replicating it to a secondary site operated by core IT staff. It's a great way to improve upon existing disaster recovery plans — or get a new plan off the drawing board and into operation — with minimal cost and resources.

2

Replace or Enhance a Traditional Disaster Recovery Solution

With cloud-based disaster recovery you can replace or enhance a traditional in-house or secondary site disaster recovery solution with newer functionality without capital investment, with elastic scaling and flexible subscription terms.

3

Deliver a Disaster Recovery Solution for Remote Offices

Cloud-based disaster recovery makes it possible to protect remote office sites without additional CAPEX investments and with lower OPEX. You can extend your current disaster recovery plan to include satellite offices with no additional recruiting, hiring, and training expenses.



Listen to Planview talk about providing disaster recovery to their customers without building, managing, and supporting an additional virtual infrastructure.

vmware.com/go/PlanviewDR

About vCloud Air Disaster Recovery

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vCloud Air Disaster Recovery is built on VMware vSphere® and vCloud Air. The service leverages vSphere Replication to provide robust, asynchronous replication capabilities at the hypervisor layer. This approach to replication allows for virtual machines in vSphere to be easily configured for disaster recovery without the traditional dependencies on underlying infrastructure hardware or data center mirroring.

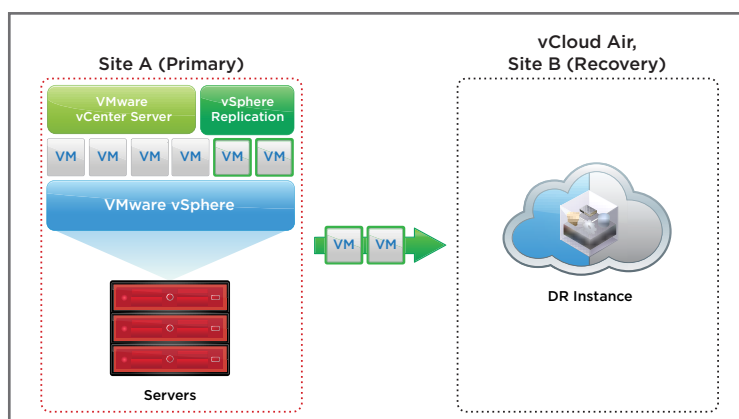
vCloud Air Disaster Recovery also takes advantage of vCloud Air as a scalable platform for compute infrastructure and storage capacity. By utilizing a secure, multi-tenant cloud architecture, vCloud Air Disaster Recovery can address variable capacity requirements needed for common disaster recovery use cases, such as replication, failover and recovery, at a significantly reduced price point over traditional in-house disaster recovery solutions or managed service alternatives. Combined with an unprecedented degree of self-serviceability over what to protect and when, vCloud Air Disaster Recovery makes it easy to enable hybrid-aware BC/DR capabilities across the virtualized enterprise.

vCloud Air Disaster Recovery includes:

- Self-service disaster recovery protection for virtual machines
- Recovery point objectives (RPO) from 15 minutes to 24 hours
- Automated failover testing, planned migrations and recovery
- Elastic cloud compute and storage capacity

vCloud Air Disaster Recovery is a subscription-based service offering with term lengths of 1, 12, 24, and 36 months. The service is packaged based on the amount of resource capacity (Compute, Storage and Bandwidth) reserved for replication and failover. It can be purchased as a core subscription (set increment of Compute, Storage and Bandwidth) with additional add-on options needed to properly accommodate your disaster recovery requirements.

“Everyone wants enterprise-class disaster recovery, but without the complexity and cost of traditional DR. We know how to administer vSphere, so the simplicity and familiarity of administering vCloud Air Disaster Recovery is just as easy, making this service a natural fit for us.” — Jerry Sanchez, Vice President of Hosting Operations, Planview



Watch an overview demo
[vmware.com/go/droverviewdemo](https://www.vmware.com/go/droverviewdemo)

About vCloud Air Disaster Recovery

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Top 5 Benefits of vCloud Air Disaster Recovery

1

Flexible, affordable solution

A fraction of the cost of traditional alternatives, with flexible contract lengths and pricing

2

Trusted, proven market leader

Instills confidence that business critical assets are protected by top-class VMware support

3

Leverages in-house knowledge

Requires no new training or IT resources; same tools, skill sets, and management

4

Elastic cloud compute and storage capacity

Easily scalable to accommodate growth, pay for what you need now, expand when you need it

5

Lower TCO

Enables a transition from CAPEX to OPEX; eliminates secondary or tertiary data center investment and ongoing maintenance

Get Started

vCloud Air Disaster Recovery enables you to increase business resiliency, while protecting applications with minimal investment and providing a failover environment for dependable recovery in the event of a disaster or disruption.

Learn why you should choose VMware to provide a safe haven for your business critical information at www.vmware.com/go/protectyourapps.



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