

Volume # 08

VeeamUP

Availability for the Modern Data Center: Business & IT Perspectives

DRaaS: Your New Favorite Cloud Service

Taking the cost and complexity out of cloud-based disaster recovery

Enjoy reading,
Your VeeamUP editorial team

VEEAM
IT JUST WORKS!™

§01

**When downtime is
not an option**



When downtime is not an option

Downtime saps the energy from organizations. Every minute of lost productivity drains revenue. Meanwhile, competitors get a head start, when they should be left far behind. Availability of applications and data have a direct impact on its top and bottom-line performance for modern businesses. The result? There is absolutely no tolerance for downtime today.

To reduce unplanned downtime to an absolute minimum and keep businesses operating smoothly, a secondary site for disaster recovery (DR) is vital. When disaster strikes, organizations need off-site, ready-to-go replicas of all critical apps and data, so they can get back up and running quickly.

But setting up and maintaining a separate DR site is expensive and time-consuming, which is why cloud-based Disaster Recovery-as-a-Service (DRaaS) presents such a compelling alternative.

Thus far, DRaaS has mainly been seen as a way for SMBs (small-to-medium-sized businesses) to utilize real DR capabilities. Tight budgets and limited staff were constraining SMBs from maintaining their own remote sites, so DRaaS has helped them overcome this challenge. Now, industry trends confirm that enterprises start to enjoy DRaaS without extra complexity and high cost implementation. A recent 451 Research Market Monitor report estimates revenue for DRaaS market at \$546m in 2014, and expect it to hit \$694m this year and exceed \$1bn in 2017.¹

In this issue of VeeamUP, we take a look at the latest DRaaS developments and show you:

- What DRaaS really means – and **the benefits it can bring** to your organization
- Why **adoption is starting to accelerate** (and why DRaaS is now a smart move for large enterprises as well as SMEs (small-to medium enterprises))
- How **new technology advances** enable service providers and their customers to implement DRaaS the *right* way – simply and affordably

§02

Defining DRaaS



Defining DRaaS

While various forms of subscription-based, DR services have been around for quite a while, true DRaaS is still largely undefined. The Forrester Wave gives one of the clearest DRaaS definitions as “services that enable customers to failover their on-premises infrastructure to a multi-tenant, cloud environment that they purchase on a pay-per-use basis.”² The defining characteristic of DRaaS is when organizations rent an allocation of CPU, RAM, storage and networking resources at a shared facility to replicate and recover their data, rather than building and maintaining a dedicated, private DR site.

For SMBs and SMEs with moderate-sized IT environments and without the necessary in-house resources, DRaaS is an affordable way to benefit from an effective DR platform.

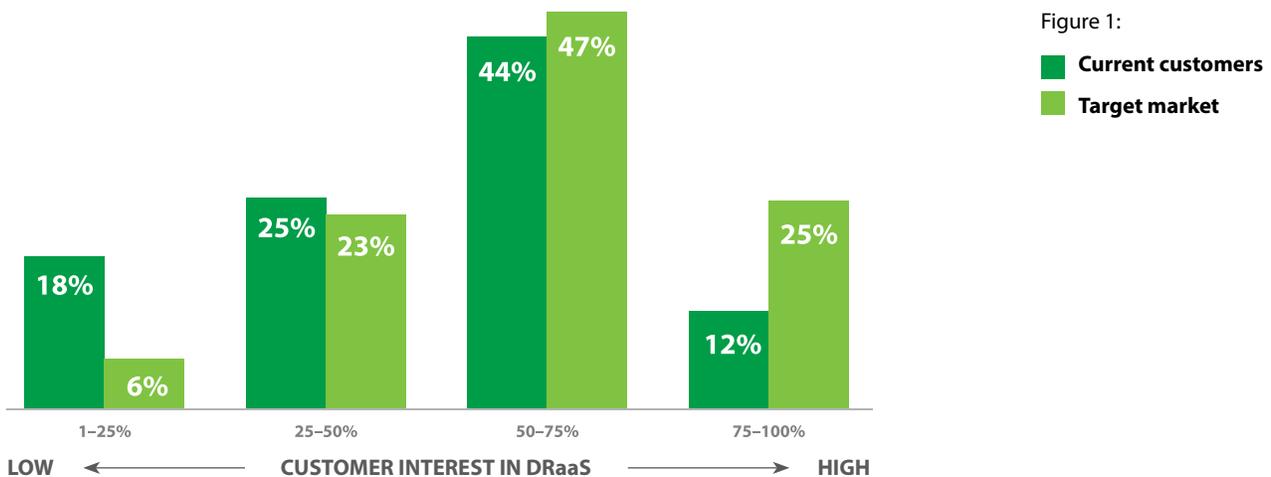
However, for larger enterprises with complex infrastructures and larger data volumes spread across disparate systems, DRaaS has often been too complicated and expensive to implement.

As the technology improves, choices increase and costs drop, DRaaS adoption is rising fast across organizations of all sizes. This rise is confirmed by the recent Veeam Data Center Availability Report conducted among 760 enterprises, where 70% of respondents said they had already invested in or they planned to invest in DRaaS.³

It’s not just that DRaaS is more cost-effective than traditional DR, now setting it up is much less complex, with minimal downtime and minimal impact on users. Bottom line? DRaaS offers a simple way to meet today’s demand to deliver always-on services.

With mature DRaaS offerings, smaller organizations no longer need to struggle without in-house DR expertise. Larger organizations no longer need to waste money on secondary DR sites that require expensive capital acquisition, with little return on investment when the site is not used.

As more and more customers are interested in DRaaS, service providers estimate⁴ that 56% of high interest is among their current customers and 72% is among their target market (see Figure 1).



§03

Why choose
DRaaS?



Why choose DRaaS?

DRaaS adoption is speeding up, and the most popular reasons to consider DRaaS are a lack of DR site (80%) and lack of DR expertise (75%)(see Figure 2)⁴.

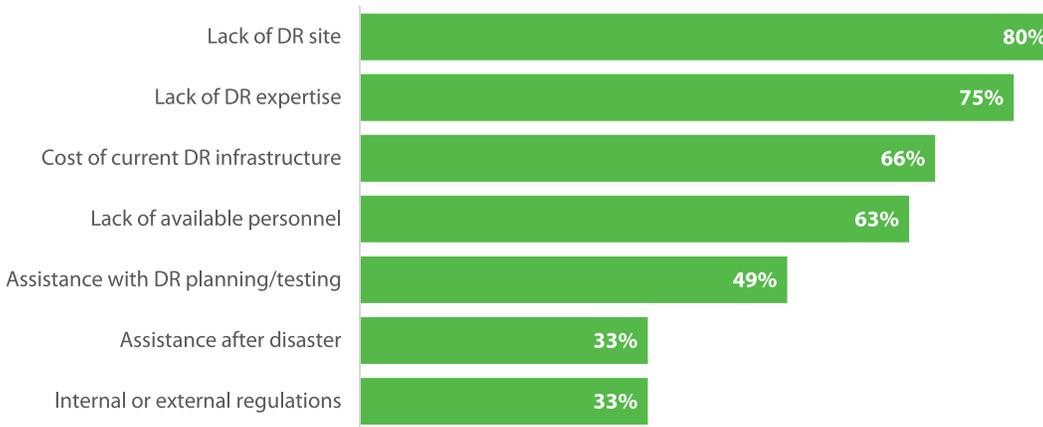


Figure 2:

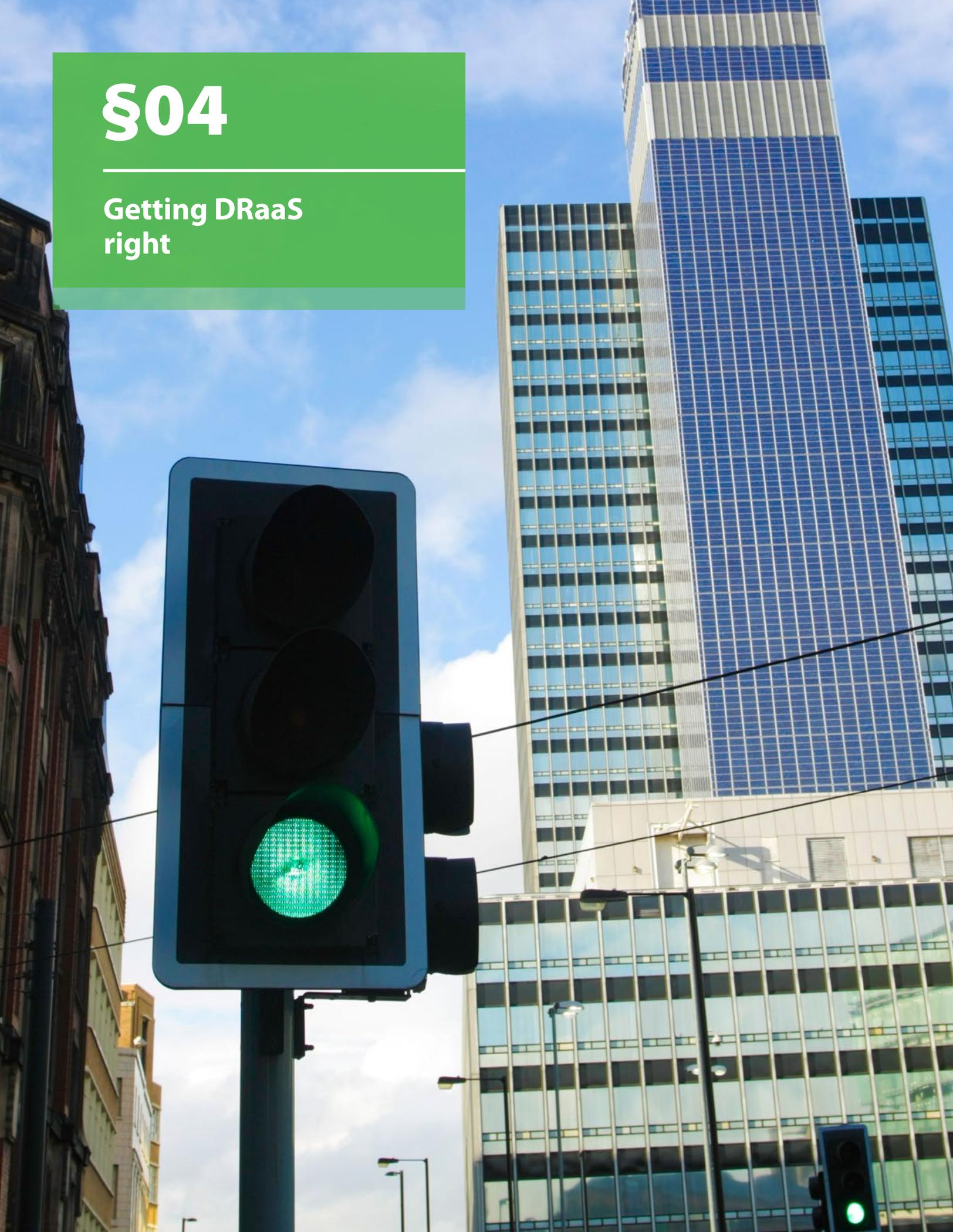
What are drivers for your customers to consider DRaaS? (select all that apply)

For IT leaders challenged to increase resiliency without increasing costs, DRaaS could soon be seen as an essential piece of the modern data center puzzle. By overcoming traditional cost and complexity issues, large IT organizations can start to realize the many benefits of DRaaS, including:

- **Fast recovery** — If a disaster occurs, every second your system is down means you are losing money. DRaaS can enable you to restore normal operations in minutes, rather than hours or even days.
- **Cost control** — Building and maintaining a remote DR site is expensive and complex. DRaaS eliminates the need to run your own DR site, reduces CapEx (capital expense) and provides predictable OpEx (operating expense) costs with pay-as-you-go pricing models.
- **Flexibility** — Rather than traditional DR's rigidity, DRaaS allows you to activate virtual off-site resources on demand. And you can choose from a variety of recovery scopes, depending on the nature and severity of the disaster.
- **Simplicity** — New technology advances allow you to quickly and simply implement DRaaS and manage backup and recovery far more easily.
- **Security and compliance** — The best DRaaS solutions ensure that data is encrypted in transit and at rest. They also enable in-house, IT teams to maintain data residency control. Some industry solutions require failover tests periodically. A DRaaS solution with automated testing capabilities can greatly reduce expenses required to run those tests.

§04

Getting DRaaS right



Getting DRaaS right

DRaaS is set to surge in adoption because new technology is making it easier for service providers to offer DRaaS and easier for enterprises to take advantage of it.

Networking is one of the biggest problems for any cloud-based, enterprise DR solution. Traditionally, service providers have had to wrestle with complex VPNs, custom rules, network overlaps and the painstaking task of reconfiguring network routing to redirect data to cloud recovery sites.

Veeam makes DRaaS simple, transparent and cost-effective with its Veeam Cloud Connect solution, which is coming soon as a part of Veeam Availability Suite™ v9.

Rather than simply offering the replication side of the DR solution, Veeam Cloud Connect is a game changer by making networking transparent and DR services easy to configure and consume. New capabilities built directly into the software make it simple for service providers to reroute network connections to a cloud service. In addition, there's no need for providers or their customers to procure additional networking components to make DRaaS work. With Veeam Cloud Connect, advanced image-based, VM replication becomes simple and failovers of an entire site or selected VMs can be completed from anywhere with just a few clicks. All replicated data is protected in flight and in the provider's servers with a secure, reliable connection to the service-provider with traffic encryption. Veeam's DRaaS platform is transparent with no need for complex configurations – everything's easy to set up and easy to use.

By using Veeam Cloud Connect, enterprises can easily and affordably ensure availability for their mission-critical applications, with near-instant recovery from integrated and secure cloud-based DR delivered by their chosen service provider.

Meanwhile, service providers can create and manage a secure, multi-tenant, DRaaS environment – with Veeam Cloud Connect without any of the usual complexity.

Veeam is an availability expert, and it is not about to start offering a cloud service. Veeam provides the technology to make it easier and cheaper for cloud-service providers to deliver DRaaS and enterprises to benefit from DRaaS.

§05

Find out more



Find out more

Veeam Cloud Connect enables business of all sizes to maintain off-site backups, in addition to or separate from cloud-based replication — and without having to invest in infrastructure or management for a secondary site. Veeam gives service providers a new way to boost revenue from existing customers, expand their presence in the rapidly growing DRaaS market and establish relationships with new customers.

If you'd like to learn more about how Veeam Availability Suite v9 and Veeam Cloud Connect can give you a simple, cost-effective way to improve your DR capabilities, get in touch with one of our availability experts by calling 8 800 555 15 03. You can also find out how the latest enhancements help deliver Availability for the Modern Data Center™ by visiting Veeam's website here: <http://go.veeam.com/v9#vcc>.

¹ **DRaaS opportunity attracts data-protection startups, VC funding, August 2015**

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² **The Forrester Wave™: Disaster-RecoveryAs-A-Service Providers, Q1 2014 by Rachel A. Dines, Forrester Research, January 2014**

³ **Veeam Data Center Availability Report 2014, Veeam, December 2014**

⁴ **Survey The DRaaS Opportunity: A view into the Disaster Recovery-as-a-Service market for service providers and resellers, Veeam®, July 2015**

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