

# Mind the Gap

Every business wants to protect its operations from downtime and loss of data. But today, there are more applications, systems, and data to protect than ever before. To put it simply, business—and the technology that supports it—is evolving fast.

Like many, you may find that you lack the time and resources to adequately implement disaster recovery (DR) to safeguard all aspects of your organization. As a result, gaps in DR coverage put your business at risk.

Cloud-based disaster recovery  
can help you bridge these gaps.

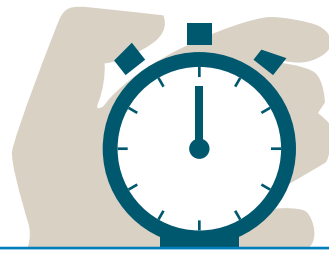
Without Cloud-based DR  
DR Gaps Increase Business Risk

With Cloud-based DR  
Cloud-based DR Improves Outcomes



TIME

GAP 1



**FASTER  
RECOVERY**

Nearly 70% of businesses cite  
faster recovery as the number one  
advantage of cloud-based DR

**1/3**

of companies lost  
1 or more critical  
applications, VMs,  
or data files for  
hours at a time

1 in 4 say recovery took up  
staff time and negatively  
impacted the business



MONEY

GAP 2



**OVERALL  
COST SAVINGS**

Eliminates secondary or tertiary  
data center investments and  
ongoing maintenance

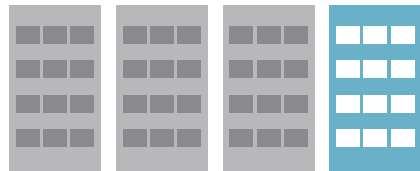
Reducing overall DR costs is  
the top driver for cloud-based  
DR for 68% of businesses

**\$185K**

= cost for 1 hour of downtime  
on average

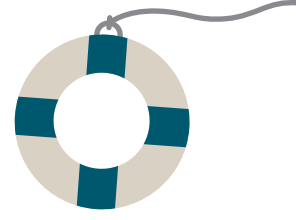
ouch!

Hardware/software failures are  
the most common cause of  
downtime for 80% of businesses



DATA

GAP 3



**ENHANCED  
RELIABILITY**

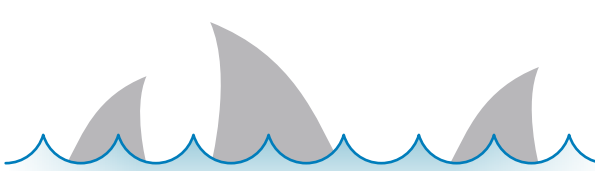
Custom recovery point objectives  
from 15 minutes to 24 hours

70% of businesses will pursue  
cloud-based DR in the next  
12-18 months

**3 OUT OF 4**

companies worldwide are  
in danger of failing to recover  
from a disaster/outage

1 in 10 organizations indicated damage  
to business reputation after data loss



DR  
COVERAGE

GAP 4



**ELASTIC  
CLOUD COMPUTE & STORAGE**

Easily scalable to accommodate  
growth—pay for what you need  
now and expand as needed

More than 80% of businesses  
consider the ability to protect all of  
their applications and data as the  
primary business benefit of  
cloud-based DR

**47%**

rank or tier the  
recovery priority of  
business services—  
leaving some applications at risk

Most businesses can only  
afford to protect  
mission-critical applications



DR  
PREPAREDNESS

GAP 5



**EASIER  
DR READINESS**

Built-in automated workflows  
for failover testing, planned  
migrations, and recovery

28% of cloud-based DR users  
test at least once a month

**21%**

of businesses  
lack the skills...



**36%**

of businesses  
lack the time...

...to adequately plan for and test DR

1 in 3 never  
test their DR plans

## Bridge the Gaps in DR VMware vCloud® Air™ Disaster Recovery

Recover critical applications in the cloud and provide the protection and resiliency your organization needs with vCloud Air Disaster Recovery. It's:

**Simple**

easy to set up, deploy, and manage

**Economical**

high level of self-service capabilities, minimal configuration, and user training

**Responsive**

quickly scale-up protection of onsite applications, by tier and on demand

**Compatible**

native cloud-based disaster recovery capabilities for VMware  
vSphere® environments

Pacific Disaster Center is able to protect its data  
and native applications in the cloud from natural  
disaster—keeping public users and emergency  
managers around the world connected  
in real-time.

» hear more

For more information on vCloud Air Disaster Recovery, visit  
[vmware.com/go/protectyourapps](http://vmware.com/go/protectyourapps)

vmware®

Sources:

451 Research. Drivers for the Growing Adoption of Cloud-Based Disaster Recovery. January 2015

IDG Research. March 2015

Disaster Recovery Preparedness Benchmark. The State of Global Disaster Recovery Preparedness, Annual Report. February 2014