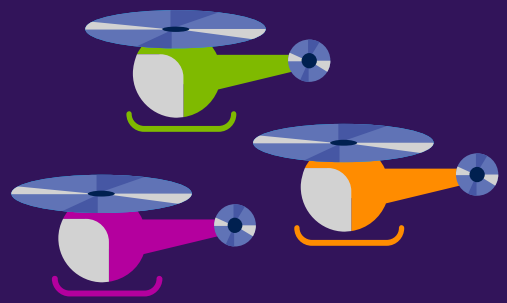
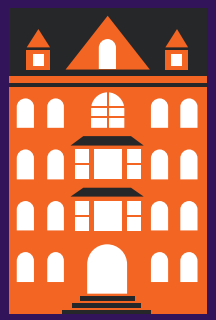
Protect your business from data downtime

Now any size business can get affordable backup and disaster recovery resources to help protect their business from data downtime.

Discover how you can protect your data from man-made or natural disasters.





Will your business survive a data disaster?

Data disasters

When you think about a disaster that can knock out IT infrastructure or bring key systems offline, you might imagine major hurricanes, floods, fires and other natural disasters.

But these headline events aren't your biggest problem. There are many small day-to-day disasters—such as power failures or sprinkler accidents—that can take down your IT infrastructure.

Microsoft Azure is a key part of your disaster recovery plan to keep your business running after a small or large disaster.

Can the cloud help reduce data downtime?

For IT pros, the ability to lower recovery time using only in-house IT equipment and staff is a challenge. It can strain even enterprise size budgets.

The steep cost of downtime is likely one reason that a third of the respondents to a 2014 IDG Enterprise survey cited business continuity as a driver spurring cloud initiatives in their organization.

It’s no wonder. The cloud can help most companies say goodbye to the costly, inefficient days of supporting a redundant hot site for disaster recovery.

With the cloud, there’s no longer a need to store data and application backups on disks or tape and then have to sync and restore them during an outage. These various backup and recovery options just don’t make financial sense.

Do you want to pay for extra real estate, power and equipment for in-house servers that may sit idle much of time? Learn how a small business benefited from using Azure for backup. Then take steps to help protect your business.

Source: International Data Group, March 2015

The High Cost of Downtime

Estimated **hourly** cost of downtime in US midsize businesses

$60,000
Manufacturing

$158,000
Healthcare

$400,000
Retail

$10,000,000
Finance

Four 'must-haves' to help protect your business from data downtime

Whenever a business is brought to a halt by a data disaster, the first question is "When will we be back up and running?" The answer to that question can make or break your business. Here are four 'must haves' to make sure your cloud service provider can give you the right answer:

1. Look for a minimum of 99% uptime, with a Service Level Agreement (SLA) to back it up.
2. Expect geo-redundancy. This helps protect you from a localized natural disaster or event. Microsoft Azure stores data in a secondary region 250+ miles from the primary region but within the same geography.
3. Ensure your provider has a threat management plan. Azure offers Microsoft Antimalware for cloud services and virtual machines. Microsoft also employs intrusion detection, denial-of-service (DDoS) attack prevention, regular penetration testing, and data analytics and machine learning tools to help mitigate threats to the Azure platform.
4. Enterprise security is critical. For data in transit, Azure uses industry-standard transport protocols between user devices and Microsoft datacenters, and within datacenters themselves. For data at rest, Azure offers a wide range of encryption capabilities up to AES-256, giving you the flexibility to choose the solution that meets your needs.

Man of steel meets Azure

Doug Labuda is a man of steel. Not *the* man of steel, but, as a successful business owner, he may sometimes feel like Superman—and with good reason.

Labuda and his father founded steel-supplier Muirfield Metals 23 years ago. Their products are among the few to be found in the vehicles of most major auto makers, including General Motors, Ford, Chrysler, Honda, Toyota, Mercedes Benz, BMW, and others. That alone may be a feat worthy of the man from Krypton.

Part of Labuda's success comes his view of what he sells: not products, but problem-solving. "Our approach is all about relationship-building." But there was one relationship that Labuda didn't care for—and it was with a piece of metal.

Muirfield's mission-critical backroom server was four years old and demanding ever more time and money. When the relationship-minded Labuda heard that two acquaintances had moved their operations to the cloud and liked the results, he decided the time was right for Muirfield to do the same.

Joyce Chisnell, office manager at Muirfield had memories of tapes jamming in the backup drive. She's delighted to let Azure handle data backups. "When we had our old server in the backroom, I had to make sure that the fresh tape was in every day, the tapes were in working order, and verify backups. And if the ribbon broke, I'd have to order the replacement tapes and make sure the drive was working. There was anxiety about backups—did everything go right? Could we restore our data if there was a disaster? Now that anxiety is gone," says Chisnell. "I trust Azure to take care of those things."

"Logging into our backroom server used to be a real hassle," Labuda says. "With Azure I can log in from anywhere. I use a computer from home, and can connect seamlessly with Azure. I can also connect from my smartphone if I want, which I couldn't do with our old system."

With powers like that, who needs to leap tall buildings with a single bound?

Azure Backup

Cloud backup and recovery options, such as those running on Microsoft Azure's cloud computing platform, can help bridge the gap between your budget and your needs.

Azure Backup is the Azure-based service you can use to back up (or protect) and restore your data in the Microsoft cloud. Azure Backup replaces your existing on-premises or off-site backup solution with a cloud based solution that is reliable, secure, and cost-competitive. It can be used to protect not only your on-premise workloads, but also your Azure virtual machines.

Traditional backup solutions treat the cloud as an endpoint, or static storage destination, similar to disks or tape.

While this approach is simple, it is limited and doesn't take advantage of the cloud platform. This can cost you more because you pay for the wrong type of storage, or storage that you don't need.

Azure Backup is a critical part of your disaster recovery plans.

Take steps to protect your business from data downtime

Storing and backing up digital information properly is a must. Businesses can lose countless hours and dollars trying to restore compromised or lost data.

Data storage considerations should must include security, privacy and compliance requirements. Depending on your industry you may need e-discovery, legal hold, and data loss prevention to help you meet those requirements.

Managing them on your own requires expertise. Today's cloud-based recovery and backup solutions have enterprise-class security and privacy controls built in, making them more cost-effective for small businesses.

- Try Azure for free
- Why Azure?
- Get more information about Microsoft Azure

Contact us to create a comprehensive cloud backup and disaster recovery plan

[Partner name]
[Partner #/Address]

Do you have a Disaster Recovery Plan?

While backups keep all saved versions of data and files accessible, disaster recovery's goal is to keep operations running during an outage or a local disaster.

Building a comprehensive and effective Disaster Recovery plan can require specialized skills and in-depth knowledge. If some aspect is missed or the implementation is flawed, you likely won't find out until you're in the midst of an actual disaster.

Since most small and midsized organizations don't have the specialized skills in-house, they opt to just use a backup approach. However, substantial problems can result. Depending on how often the backup is conducted, you can lose from one day of data to weeks. And if there are hardware issues, you could be facing more time and complexity to get your business back up and running.

Microsoft Azure Site Recovery provides a far simpler method than on-premises solutions to protect your data. You can quickly orchestrate recovery, bringing up critical services, followed by less key systems. Azure Site Recovery also performs continuous health monitoring.

Contact us for help to create a solid recovery plan for your business and your customer data.