

# The Disaster Recovery Challenge

Leveraging Cloud Computing for Application Recovery Certainty

APPLICATION DOWNTIME IS SIGNIFICANT...

the cost of a critical application failure is

## \$500K - \$1 million per hour

For Enterprise-Level Businesses



 Cost-Effectiveness

 Confidence

WHAT USERS EXPECT

 Simplicity

## Users have no time for down time

Users expect "always on" data protection systems

COST OF DOWNTIME CAN EXCEED

## \$100,000 PER HOUR

for medium-scale enterprises

As many as 50% of all organizations have inadequate DR plans to survive a disaster



Very little tolerance for downtime or data loss

24-hour RPO (i.e., tape-based) is no longer a best practice

## What IT organizations want

for Business Continuity to achieve IT Resiliency



### Simplicity

Eliminate manual intervention and incorporate best practices through automation.



### Cost-Effectiveness

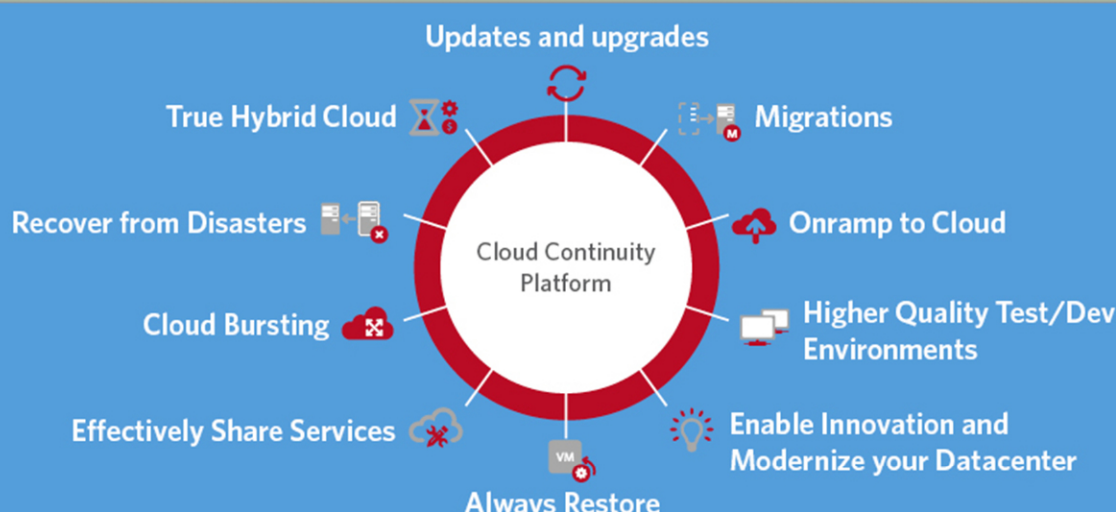
Methodologies leveraging cloud computing can facilitate application recovery without a huge upfront investment.



### Confidence

Organizations need to be certain that their application recovery will meet business requirements.

## Keys to Evolving Disaster Recovery



## The benefits of Zerto's Cloud Continuity Platform

**Simple, automated disaster recovery:** Recovery files, VMs, applications or datacenters from any point in time in just a few clicks with RPOs of seconds and RTOs of minutes.

**Future-proof your infrastructure:** With no hardware or hypervisor dependencies, try a new array, hypervisor or cloud simply and easily accelerating innovation within your business.

**Withstand any disruption:** If the disaster is a ransomware attack, a hurricane, power outage or human error, Zerto Virtual Replication can failback to any point in time to eliminate the disruption to your business.

**True Hybrid Cloud:** With seamless agility, applications are easily moved between VMware vSphere, Microsoft Hyper-V or Amazon Web Service to reduce costs and simply realize the true vision of hybrid cloud.

**Resilience for Evolving IT.™** Achieve continuous availability to withstand any IT infrastructure outage, disaster or technology change and confidently move your business forward.

*The content of this infographic was adapted from the IDC MarketScape report, North America Disaster Recovery-as-a-Service Provider 2015 Vendor Assessment, IDC #259816*