

Recovery as a Service

Full-service application and data availability in a 24/7 world

SOLUTION BRIEF

Solution at a Glance

Our fully managed Recovery as a Service (RaaS) offering provides a flexible and reliable cloud-based solution tailored to meet your business' RPO and RTO requirements—so you can get back up and running in a matter of minutes.

Solution Highlights

- ▶ Fully Managed Configuration & Administration
- ▶ 24/7 Trained & Experienced Resources
- ▶ Bi-annual, No-impact Testing Included
- ▶ Known Monthly Cost
- ▶ Mature Business Continuity & Proven DR Process Available
- ▶ Proven Processes & Runbook Documentation

The Increasing Risk of Downtime

Three trends driving IT and business challenges

In today's digital world, data is king, and uptime and customer experience are critical ingredients to achieving business success. The stakes have never been higher, placing extra pressure on the business and IT to avoid business disruption and data loss due to:

1. The rising value of data

Worldwide data has increased 25x over the last decade.¹ As new data points grow, so does our ability to use that data to improve business operations, increase revenue or produce new revenue streams, establish competitive differentiation, reduce risks and more. That's why data is often referred to as the lifeblood of the business.

2. The growing threat of ransomware

On average, two out of every five SMBs report falling victim to a ransomware attack² – compared to one out of every five the year before. Not only is the number of attacks increasing, but the cost of downtime was 53x greater than the average ransom requested.³

3. The increasing cost of downtime

The cost of downtime due to ransomware is up 300% year-over-year.⁴ Attackers know that data doesn't need to be objectively valuable to make a good target; it only needs to be considered valuable to the business. Whether it's downtime from ransomware, environmental causes or a hardware failure, organizations need to take into account things like corrupt or missing data, lost productivity, lost revenue and damaged brand reputation in the cost of downtime.

Defining Disaster Recovery

What it is and how it differs from backup

While the combination of today's pressures promote a variety of unique challenges for businesses and IT, both end up looking at different sides of the same coin with a common desire: To achieve the right level of application and data availability. So what is disaster recovery (DR) and how does it help organizations protect their data and applications?

At its simplest, disaster recovery is rapid, secure recovery of your data, applications and systems. DR uses replication technology to continuously copy data changes from your production environment to a second site. In case of a disaster or business disruption, you can then recover the latest iteration to your production site or failover to the recovery environment to get back up and running in near real time.

Backup, on the other hand, is the process of creating an extra copy or multiple copies of data to help protect from accidental data deletion, corruption or a problematic software upgrade. Many organizations assume that if they have backups of all their data, they can recover, but fail to consider how much data they might lose between backups or the cost of downtime while their backups are restored. This assumption can be more disastrous than the disaster that strikes your data center, so let us save you some trouble by clarifying some of the four key differences between backup and disaster recovery:

“At its simplest, disaster recovery is rapid, secure recovery of your data, applications and systems.”

1 Data Retention Requirements

- ▶ **Backup**
Typically creates copies on a daily basis to ensure data retention at a single location
- ▶ **DR**
Uses RTO to determine the maximum length of time the business can withstand without its systems, typically requiring a duplicate data center location

2 Ability to Recover

- ▶ **Backup**
Does not account for the physical resources to bring data online
- ▶ **DR**
Makes provision for an alternate environment capable of sustaining your business until your primary environment is back up and running

3 Resource Needs

- ▶ **Backup**
Requires additional storage to make copies of your data so you can restore it back to the original source
- ▶ **DR**
Requires an alternative production environment where the data can live and run as it would in your primary environment – including physical resources, software, connectivity and security

4 Orchestration

- ▶ **Backup**
Does not include a recovery plan or orchestration technology
- ▶ **DR**
Requires planning and a comprehensive runbook identifying which systems are considered mission critical, a recovery order, communication process and a way to perform a valid test

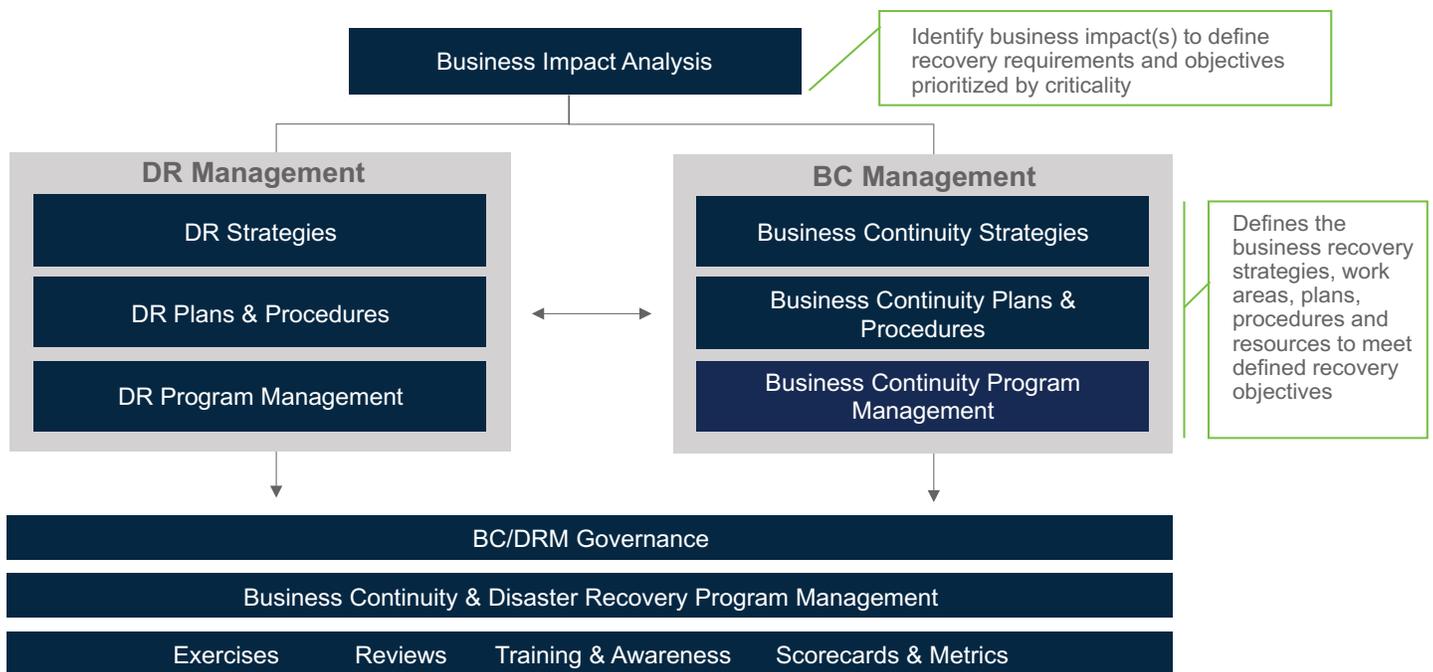
While cloud has made recovery easier for both backup and disaster recovery solutions, organizations get the best performance and cost optimization by organizing their datasets into tiers—with your most critical systems and datasets on the highest tier of DR. Holding onto copies of your data as you would with a backup solution doesn't mean you can keep your business running during a serious outage, data breach or any other kind of disaster. In order to recover, you must consider what orchestration you have in place, how often your data is being saved, whether you have the infrastructure needed to run your applications and systems during a disruption. And don't forget, in order to ensure your organization has the backing for true business continuity, you need a comprehensive, documented and tested recovery plan.

The Business Case for DR

Right alignment

In order for your DR plan to be successful, you must align your IT recovery strategy to your business objectives. This may seem obvious, but too many organizations silo disaster recovery as an IT issue when it is a business issue. In the case of unplanned downtime or a data breach, it's the business that suffers financial loss, a tarnished brand reputation, loss of customer loyalty and other consequences due to misaligned investments and priorities.

To maintain proper alignment, your DR plan should be developed in conjunction with the business continuity plan:



Source: Gartner, Feb 2020
ID: 465090_C



Right coverage

As you can see, a critical piece of business continuity planning is a business impact analysis (BIA) which:

- Predicts the function and process consequences of business disruption
- Gathers insights needed to develop recovery strategies
- Rates the consequences of different types of business disruptions

The BIA helps you determine data value for the business so you can assess each application and dataset, define the recovery point objective (RPO) and recovery time objective (RTO), and match it to the right recovery technology. By taking the time to ensure you're covered at the right level for your business needs and budget, your entire organization can have confidence that the level of DR investment matches your expected business outcomes.

Right outcomes

Every organization should have this objective: Getting improved business outcomes through technology. Or as we like to call it at Xigent: Result Driven IT. While this may be the goal of most organizations, in our experience, it is not the practice.

IT analyst firm, Gartner, found most organizations spend the lion's share (90+%) of their IT budgets on troubleshooting and maintaining their current systems and infrastructure. If you're like most organizations, this leaves very little resource devoted to improving and transforming your business. Even if you are able to free up additional funds, do you have confidence these resources will be used effectively to drive greater results?

At Xigent, we believe IT investments like disaster recovery should produce true business value for your organization. Whether consciously or unconsciously, if your organization is sticking to the status quo, you are leaving key business improvements on the table.

Take this opportunity to assess your organization, align your recovery strategy to your business objectives and identify the right level of application and data coverage for your organization. In doing so, you are laying the critical foundation you need to measure those DR outcome improvements in key areas like business risk, financial results and performance.



Improved financial results by:

- ▶ Improving the efficiency and utilization of IT resources and assets through expert design, testing, execution, and management of recovery services
- ▶ Reducing capital expenditures for disaster recovery equipment and licenses



Reduced risk by:

- ▶ Reducing the duration of a disruption through improved RTOs and enhancing reliability of the disaster recovery solution
- ▶ Improved DR security
- ▶ Improved DR compliance
- ▶ Reduced dependency on key resources and staff
- ▶ Reduced time to build out disaster recovery capabilities
- ▶ Ensuring production and disaster recovery environments are kept in sync through disciplined change management



Improved performance by:

- ▶ Increasing productivity, speed and throughput of staff by freeing them from maintaining recovery services
- ▶ Improved quality and effectiveness of recovery services through industry leading continuous replication and automated failover technologies
- ▶ Improved quality and effectiveness through extensive and documented planning, testing and execution
- ▶ Improved quality and effectiveness through extensive planning, testing and runbook capabilities
- ▶ Improved and cost-effective scalability

Driving improved outcomes and value from IT is hard work, requiring focus, discipline, expertise and a methodology or framework. Being honest about where you are with IT, developing good questions, identifying outcomes, and creating and executing a strategic plan with metrics will help your DR solution and put you on the road Result Driven IT.

If you're not sure if your organization has ever completed a BIA, ask one of our experts to share how we've seen it help our other clients' performance.

A Recipe for Success

Considering the benefits of an as-a-Service DR solution



“True DR success is only possible if all elements are in place, but it can be very difficult and time consuming to set up on your own since you need highly trained staff who can work across business segments.”

Organizations are realizing new demands on IT in today’s digital world are endless, and they can’t do it all themselves without compromising excellence or breaking the bank by hiring and retaining scarce and expensive IT staff.

That’s why many companies are adopting an as-a-Service (aaS) model for DR and other IT services. Outsourcing elements of their IT operations allows organizations to take advantage of pre-vetted, state-of-the-art technical expertise and capabilities at a predictable cost so they can focus their internal IT resources on business applications and strategic initiatives.

According to IDC, key DR pain points for businesses include gaining executive buy-in, runbooks and processes, personnel training and proper testing.⁵ A Disaster Recovery Preparedness Council Survey found that more than 60% of businesses do not have a fully documented DR plan and only one third regularly test their plan. That means a large majority of the businesses that have a DR solution of some kind may not actually be able to recover successfully.

With an aaS recovery solution like Xigent’s, you can expect:

- ▶ Fully Managed Configuration & Administration
- ▶ 24/7 Trained & Experienced Resources
- ▶ Bi-annual, No-impact Testing Included
- ▶ Known Monthly Cost
- ▶ Proven Processes & Runbook Documentation

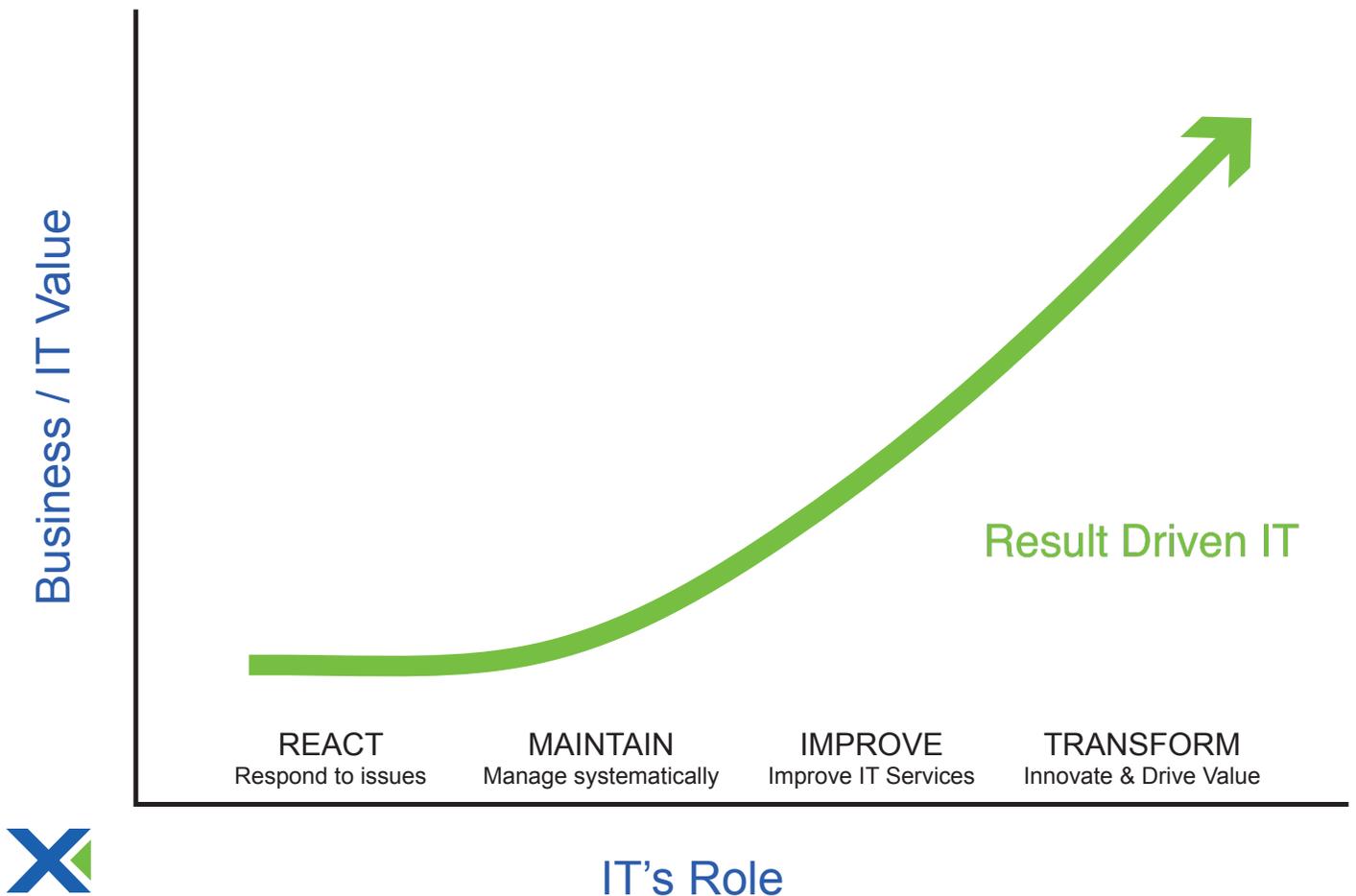
Fully Managed vs. Self Service

How to pick the right DRaaS provider

While there are a variety of DRaaS providers to choose from, it's important to choose the provider that's right for your organization. Be sure to consider location, operational maturity and expertise. Most importantly, find a provider that operates as a strategic partner capable of managing your solution and day-to-day operations at the right level with the technology, culture and methodology that aligns to your business objectives.

At Xigent, we see every IT investment as an opportunity to add business value. The reality is that business disruptions will impact your organization. What differentiates you from the competition is whether you have a plan to minimize that impact. We purposefully design our solutions, services and offerings to help improve and transform your IT operations so you not only meet your IT goals, but your business goals too.

“The reality is that business disruptions will impact your organization. What differentiates you from the competition is whether you have a plan to minimize that impact.”



More than your average DRaaS solution

We offer a fully managed, comprehensive Recovery as a Service (RaaS) solution that's uniquely aligned to your organization's needs and objectives so you get the best ROI possible. We don't have hidden fees or charge for standard services; we go above and beyond to prove the value of your DR solution and include mandatory bi-annual testing so you can confidently face any business disruption.

Here's a deeper look at how Xigent RaaS offers more than the average self-service DRaaS solution on the market:

Industry vs. Xigent	Industry DRaaS	Xigent RaaS
Fully Managed	X	✓
Comprehensive Runbook	X	✓
Testing Included	X	✓
Integrated Change Management	X	✓
Cloud-based	✓	✓
Network Layer Choices	✓	✓
256-bit AES Encrypted Data in Flight & at Rest	✓	✓
Customer-defined RPO/RTO	✓	✓
Pay-as-you-grow Pricing	✓	✓

Start Your Journey to Result Driven Disaster Recovery

Better business outcomes from RaaS are only a click or call away.

Visit www.xigentsolutions.com/recovery-as-a-service to learn more or start a conversation with our team of experts at 800-298-9543.

Why Xigent?

Result Driven IT

Xigent is committed to delivering greater business outcomes through IT excellence. We partner with you holistically, engaging as your local IT provider on a strategic and tactical level to help you succeed. At our core, we are:

Outcome Focused

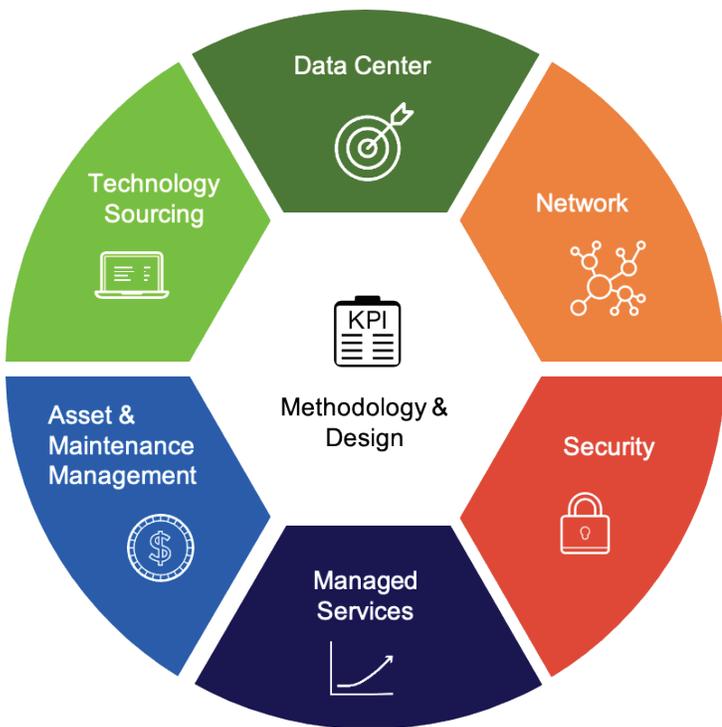
We help elevate IT to what it really should be—a critical component of your business success. Our team of experts work with you to take your IT projects to the next level by achieving goals and developing solutions to transform your organization. At Xigent, we don't sell boxes, we solve.

Process Driven

We leverage best-practice standards and a proven process that produces consistent results and establishes a Result Driven IT approach within your organization. At every step, we define success as more than properly functioning technology, we take pride in creating IT solutions that tie to desired business outcomes and capture the buy-in and approval of key players within your organization.

Intentionally Designed

We value right-fit relationships and client service in everything we do. That's why we specialize in IT services and solutions for mid to large organizations with a focus on the Midwest and Plains states.



Harness the Power of Result Driven IT for Your Organization

At Xigent, we use our comprehensive methodology to drive greater tactical and strategic business outcomes for your organization through technology sourcing, asset and maintenance management, managed services, and security, network and data center solutions.

Visit www.xigentsolutions.com to see our complete portfolio of services and products.

Sources:

¹IDC, "Data Age 2025" <https://www.seagate.com/our-story/data-age-2025>, May 2020

^{2,3,4}Datto's Global State of the MSP Ransomware Report, February 2020

⁵IDC, "The State of IT Resilience," August 2019