E-book

Optimize Your Disaster Resilience in the Digital Age

Embrace DRaaS to Strengthen
Your Digital Business Protections

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Introduction

Technology is the backbone of today's digital world. It does the heavy lifting to meet business demands. Whether it's storing critical data, managing customer information or running mission-critical applications, digital infrastructure keeps modern enterprises running smoothly.

However, with great reliance on technology comes the risk of unexpected disruptions, ranging from natural disasters to cyberattacks. To win the battle against these persistent threats requires strong security measures that include a robust disaster recovery (DR) strategy.

As the digital landscape evolves and the frequency and sophistication of threats increase, the role of DR in safeguarding your digital assets becomes ever more critical. To be effective, DR strategies must be:

- Proactive response
- Regularly updated
- Aligned with your organization's risk tolerance and recovery objectives
- Focused on minimizing downtime, protecting data integrity and ensuring a swift return to normal operations

When your DR strategy meets these criteria, you not only protect your organization from immediate threats, but also position your enterprise for long-term stability and growth in an increasingly digitalized world.

In this e-book, we'll explore the key challenges that companies encounter when implementing traditional DR solutions and why the industry is increasingly turning to DRaaS to achieve a more resilience and efficient approach to disaster recovery.

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Challenges with traditional DR methods

Traditional DR solutions, which have been the mainstay for decades, present a wide range of challenges that can impede their effectiveness and efficiency. These solutions, often anchored in physical infrastructure and manual interventions, are increasingly being scrutinized in today's rapidly evolving technological landscape. They are now viewed as inadequate in the face of dynamic and complex digital threats. What's more, they are resource-intensive, inflexible and slow to respond to the immediate needs of a disrupted enterprise.

In contrast, modern solutions like disaster recovery as a service (DRaaS) provide several critical advantages — including greater adaptability, efficiency and cost effectiveness. DRaaS leverages cloud-based resources to deliver rapid response and recovery capabilities, helping ensure minimal downtime and data loss.

The shift from DR methods of the past to DRaaS reflects a trend towards more resilient, agile and scalable DR strategies, with solutions that directly address the ever-growing need for uninterrupted digital operations.

DRaaS helps overcome the leading challenges of traditional disaster recovery.

High initial investment: Traditional DR solutions often involve substantial upfront costs for hardware, software and dedicated data centers. Building and maintaining these physical infrastructures can strain the financial resources of businesses, particularly smaller enterprises with limited budgets. The high initial investment acts as a barrier for many organizations that want to establish comprehensive DR capabilities.

Complexity and lengthy setup: Implementing traditional DR solutions is a complex undertaking requiring meticulous planning, coordination and the procurement of multiple components from different vendors. The complexity of integration and setup can result in lengthy deployment times, leaving businesses vulnerable during the critical period when their DR mechanisms are not fully operational.

Limited scalability: Businesses are dynamic entities with IT requirements that evolve over time. Traditional DR solutions may struggle to accommodate the scalability needs of growing organizations. Adding new hardware or expanding physical data centers can be a time-consuming and costly process. This lack of scalability hampers the agility required to adapt to changing business landscapes.

Maintenance demands: Owning and maintaining physical infrastructure requires ongoing effort and resources. From hardware updates to software patches and system checks, the maintenance demands of traditional DR solutions can be a continuous drain on IT teams. This distracts valuable resources from strategic initiatives and leaves organizations susceptible to vulnerabilities that arise from outdated components.

RTO and RPO: It's not uncommon for traditional DR solutions to struggle to meet stringent recovery time objectives (RTO) and recovery point objectives (RPO). The manual processes involved in data backup, replication and failover can introduce delays, leading to extended downtime in the event of a disaster. Meeting the expectations of a near-instantaneous recovery becomes a significant challenge.

Testing and validation complexity: Regular testing and validation of DR plans is critical to ensuring their effectiveness. However, traditional solutions often make this process cumbersome and time-intensive. The complexity of orchestrating test scenarios and validating the recovery procedures can result in inadequate testing, leaving businesses uncertain about the reliability of their DR mechanisms.

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Benefits of modern DRaaS

While traditional DR solutions served a purpose in the past, the challenges associated with their implementation and maintenance in the digital age are prompting businesses to explore modern alternatives.

The shift towards DRaaS is driven by a desire for cost-effectiveness, scalability and streamlined DR processes. As companies recognize the limitations of traditional approaches, the adoption of DRaaS represents a strategic move towards a more resilient and responsive DR strategy in today's dynamic business landscape.

Here are just a few of the factors steering companies towards DRaaS solutions:

Cost-efficiency: DRaaS operates on a subscription-based model, allowing businesses to pay only for the services they need. This not only reduces the initial financial burden, but also eliminates the need for continuous investments in maintaining and upgrading physical infrastructure.

Scalability and flexibility: DRaaS solutions are designed to be scalable, allowing organizations to adjust their DR capabilities based on changing needs. This flexibility ensures that businesses can adapt their DR strategies to align with the evolving nature of their operations.

Minimizing downtime: One of the primary reasons why DRaaS is crucial is its ability to minimize downtime. Downtime can be incredibly costly, affecting not only revenue but also customer trust and satisfaction. DRaaS enables organizations to replicate their critical systems and data in real-time or near-real-time to a secondary location. In the event of a disaster or system failure, they can quickly switch to the backup infrastructure, ensuring that essential operations continue without significant interruptions.

Cyberthreat security: In an era where cyberthreats are constantly evolving, businesses need to be vigilant in safeguarding their digital assets. DRaaS providers often integrate advanced security measures, including encryption and multi-factor authentication, to protect data during transmission and storage. This proactive approach is essential for mitigating the risks associated with cyberattacks and ensuring that businesses can recover quickly from any security breach.

Regulatory compliance: Many industries have stringent regulations regarding data protection and business continuity. Failure to comply with these regulations can result in severe penalties and legal consequences. DRaaS solutions are designed with compliance in mind, helping businesses meet regulatory requirements and demonstrate their commitment to protecting sensitive information.

Rackspace DRaaS leads the way in DR

Rackspace Disaster Recovery-as-a-Service reduces the effort and cost to plan, build and operate an effective DR solution. This service helps organizations rapidly restore VMware®-based applications from a secure recovery site, enhancing resiliency and minimizing disruptions. Rackspace DRaaS frees you to focus on the essential elements of successful business continuity by providing the required DR technology and support.

The key benefits of Rackspace DRaaS include:

Optimize your investment: Transparent, consumption-based pricing means you only pay for the storage and recovery infrastructure you consume, including recovery site virtual compute resources when they are powered up. This helps lower the cost and effort needed to build and operate an always-ready DR site.

Reduce downtime: Lower interruptions and quickly restore essential IT services.

Ensure business continuity: Prevent major interruptions and data loss that could cause extended business operation stoppages.

Protect data and assets: Leverage a comprehensive suite of DRaaS, data backup, replication and recovery approaches to ensure that critical data is protected and can be restored in the event of a disaster or cyberattack.

Minimize financial and compliance impact: DRaaS facilitates swift recovery, helping minimize disruptions that could result in a significant financial impact, potential non-compliance legal liabilities, and damage to the organization's brand.

Enhance customer trust: A comprehensive, in-place and tested DR solution helps organizations demonstrate their commitment to data protection, business continuity and customer satisfaction.

Automate DR: DR replication and recovery automation is powered by VMware Cloud Director Availability (VCDA). This industry-leading solution reduces the time and effort to setup, non-disruptively test and in the event of a disaster, quickly recover VMs.

Building a strong and resilient digital future

DRaaS is not just a trend, but a vital component in the digital strategy of forward-thinking businesses. Today's critical shift toward more resilient, agile and cost-effective DR methods is a testament to the ever-growing importance of uninterrupted digital operations in our modern business world. Organizations that embrace DRaaS are not only preparing to address immediate challenges, but are also positioning themselves for success into the future.

Learn more: www.rackspace.com/lp/disaster-recovery-as-a-service-draas

About Rackspace Technology

Rackspace Technology is a hybrid, multicloud solutions expert. We combine our expertise with the world's leading technologies — across AI, applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global hybrid, multicloud technology services pioneer, we deliver innovative capabilities to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in Fanatical Experience® — our obsession with customer success that drives us to help each customer work faster, smarter and stay ahead of what's next.

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