



## A BEHIND-THE-SCENES LOOK AT CLOUD-BASED DISASTER RECOVERY

*Regardless of the industry a particular business operates in, a significant outage can result in severely compromised data and financial losses. Cyber crimes and natural disasters such as floods, fires and earthquakes are threats not to be taken lightly when it comes to the need for reliable disaster recovery (DR) strategies.*



As the threat landscape continues to evolve and grow, the importance of cloud-based systems is building rapidly, and the proliferation of cloud-based server environments has intensified the shift from in-house DR management to third-party service providers offering Disaster Recovery as a Service (DRaaS). While traditionally DR management could only be accomplished by coordinating a number of departments and resources, the increase in automated technology has taken a significant load off of in-house IT professionals who are tasked with managing disaster recovery processes.

DRaaS enables businesses to meet BC/DR requirements in a more cost-effective and reliable way, allowing them to recover more quickly in the event of a natural disaster or emergency.

So how does cloud-based disaster recovery work, and what does it mean for your business?

### **QTS DRaaS POWERED BY ZERTO**

QTS DRaaS powered by Zerto is a virtual protection service that delivers a flexible, affordable, enterprise-grade DR solution. QTS DRaaS makes it easy to protect businesses from disaster by saving a copy of its data at one of the QTS Enterprise Cloud recovery locations in Atlanta, Dallas and Santa Clara. Additionally, this cloud-based solution runs 100 percent on QTS infrastructure, meaning zero capital investment for businesses.

Zerto offers a virtual-aware, software-only replication solution purpose-built for virtual environments. By moving replication up the stack from the storage layer into the hypervisor, Zerto created the first and only replication solution that delivers enterprise-class, virtual replication and BC/DR capabilities for the data center and the cloud. By replicating in the hypervisor, Zerto Virtual Replication not only allows replication and recovery between any storage device, it also

**70%** of companies experienced up to 10 hours of unplanned downtime

**93%** of companies had to execute disaster recovery plans

includes multiple hypervisors for private, hybrid and public clouds. This market-leading technology delivers the best of breed BC/DR solution irrespective of underlying hypervisor or storage platform. Zerto utilizes real-time replication from the production environment to the disaster recovery environment. This real-time replication enables businesses to achieve recovery time objectives (RTOs) of mere minutes and recovery point objectives (RPOs) of only seconds. This is crucial because businesses truly run 24 hours per day, and any data loss can be a significant setback.

Curious to learn how it works? Here's an example: Company A's primary (colocation) environment is at QTS' mega data center in Suwanee, and the Santa Clara data center is its "target site." In this scenario, Company A's data is being replicated constantly, in real time, from the primary site in Georgia to its target site in California. In the event of a disaster or emergency, Company A can quickly conduct a failover with a few clicks of a button to recover workloads and applications from the California data center and achieve its BC/DR objectives.

When a company is planning to implement a DR solution, geographical redundancy is critical. If the primary site fails due to a disaster, you want to ensure that the target site is far enough away that it will not be impacted by the same conditions as the primary site. Generally, a target site that is three to five hundred miles away from the primary site is a good rule of thumb, putting the target site outside the boundary of any potential disaster.

## BENEFITS OF CLOUD-BASED DRaaS

Now, as increasingly more companies are looking for managed services, DRaaS offers all the advantages of cloud-based DR coupled with the superior technology provided by Zerto and unmatched expertise QTS offers in delivering highly scalable, secure and compliant infrastructure solutions. QTS DRaaS powered by Zerto benefits businesses by enabling them to do the following:

- + **Reduce complexity and minimize risk.** QTS DRaaS powered by Zerto installs seamlessly into businesses' existing infrastructure, meaning that it will not require additional hardware or disrupt data layout, application configuration or any other part of the data environment. Furthermore, automated failover, fallback and one-click non-disruptive testing streamline operations, eliminating errors and reducing costs.
- + **Maximize savings.** The cloud-based model eliminates the need for duplicate infrastructure and the costs that come with it. Less expensive storage and servers can also be used at the target site to reduce costs. In addition to reducing capital expenditures, QTS DRaaS powered by Zerto replicates between different storage and server technologies, extending the life of older assets.

Gartner estimates the business impact of downtime at **\$336,000 per hour** (Gartner Report: Ensure Cost Balances Out With Risk in High-Availability Data Centers by Dave Cappuccio)

**43%** of organizations that experience substantial data loss as a result of an unplanned outage shut down for good

- + **Improve control.** With QTS DRaaS, businesses can pick and choose what they want to back up in the event of a disaster, enabling them to reboot quickly and run smoothly. Even better, real-time replication ensures that businesses achieve recovery point objectives (RPOs) of minutes, not hours.
- + **Leverage QTS expertise.** QTS now offers both self-managed and managed DRaaS, meaning that businesses can choose whether to manage their own data environment or have QTS completely manage their DR system. QTS's dedicated Cloud Engineers act as trusted advisors who, in the event of a natural disaster or emergency, remotely manage businesses' DRaaS solutions quickly and seamlessly.

### QTS DRaaS: Data Solved

Disaster Recovery is a crucial part of any business, and choosing a solution provider may be one of the most important IT decisions a business can make. With the Lowest level of recovery time objectives (RTOs) in the industry, QTS DRaaS powered by Zerto makes it easier for businesses to quickly deploy robust DR strategies and rest assured that their data will be protected and accessible at all times. For more information about QTS DRaaS powered by Zerto, visit [qtsdatacenters.com/zerto](http://qtsdatacenters.com/zerto).

### DRAAS USERS...

- Experience 1/5 the financial impact of users of in-house recovery infrastructure
- Suffer 50% fewer instances of downtime
- Recover almost 3x faster from each event
- Experience 40% savings on storage costs
- Experience 60% savings in operational expenses

## CONTRIBUTORS

### ABOUT QTS AND ZERTO

QTS Realty Trust, Inc. (NYSE: QTS) is a leading provider of secure, compliant data center, hybrid cloud and managed services. QTS features the nation's only fully integrated technology services platform providing flexible, scalable solutions for the federal government, financial services, healthcare and high tech industries. QTS owns, operates or manages more than 5 million square feet of data center space and supports more than 1,100 customers in North America, Europe and Asia Pacific. In addition, QTS' Critical Facilities Management (CFM) provides increased efficiency and greater performance for third-party data center owners and operators. For more information, please visit [www.qtsdatacenters.com](http://www.qtsdatacenters.com), call toll-free 877.QTS.DATA or follow us on Twitter @DataCenters\_QTS.

Founded in 2010 by a team of storage industry veterans, Zerto delivers enterprise-class disaster recovery and business continuity software specifically for virtualized data centers and cloud environments. Zerto's award-winning solution provides enterprises with continuous data replication and recovery designed specifically for virtualized infrastructure and the cloud. Zerto Virtual Replication is the industry's first hypervisor-based replication solution for tier-one applications, replacing traditional array-based BC/DR solutions that were not built to deal with the virtual paradigm.

Learn more at [qtsdatacenters.com/zerto](http://qtsdatacenters.com/zerto).