

# Planning for the Unplanned

*The increasing number of physical disasters and security concerns has forced companies to place a high price on Business Continuity (BC) and Disaster Recovery (DR).*

Having systems unavailable and people unproductive for days or hours can be disastrous in terms of lost revenue and customer dissatisfaction. In today's 24 x 7 x 365 workplace, you can't afford to be without the technology and information needed to run your business. And it's not just floods, fires, hurricanes, and tornadoes that can cripple your company—it's the more common events like hardware failures, bad backups, viruses, and power outages that can impact a business at any time.

The increasing number of physical disasters and security concerns has forced companies to place a high priority on Business Continuity (BC) and Disaster Recovery (DR). According to a Q3 2012 Forrester Research survey, 61% of IT Executives report[ed] that purchasing or upgrading BC and DR capabilities was a top priority.<sup>1</sup>

## How PCM can help

In addition to industry standard solutions installed at your location, PCM also provides cloud-based DR solutions that leverage our SSAE 16 data centers and industry-leading Cloud services. Our offerings include proven DR solutions that address the demanding uptime requirements of today's business-critical applications with options to support different tiers of recovery objectives. Backed

by ITIL-based processes and certified engineers, all systems and processes are monitored 24 x 7 by qualified IOC support analysts that are just a phone call away.

## Host-based replication

PCM offers two host-based replication solutions that provide recovery capabilities for both physical and virtual servers, leveraging secure cloud-based infrastructure with cost-effective options for on-demand or always-on recovery servers.

**One-to-one** replication solutions provide the least amount of data loss and the fastest recovery times. In this highly available scenario, data is continuously replicated to the Disaster Recovery target, so failover can be achieved at the push of a button. IP address changes and other important functions are all automated and can be tested on a regular basis.

Similar to our one-to-one options, **many-to-one** replication solutions provide little data loss and are tailored for recovery times of up to 24 hours.

## Virtual recovery

PCM's Virtual Infrastructure DR services utilize VMware vCenter Site Recovery Manager 5 (SRM) with vSphere Replication to provide a hybrid Cloud

recovery option. These services use cloud-based storage and network resources along with a dedicated vSphere virtualization environment to support SRM's full capabilities, including non-storage based replication. vSphere Replication, included as part of SRM 5 licensing, provides a great alternative to costly hardware-bound technologies and opens the door for flexible cloud-based options.

## Faster implementation, lower capital expenses

PCM's Disaster Recovery services provide a low-cost alternative to in-house DR options. Our proven solutions meet today's demanding application uptime requirements. Our cloud-based solutions are rapidly provisioned and operational to help ensure the availability of business applications.



## What's next

Business demands for higher levels of IT availability will continue to increase. It's not a question of "if" but "how" IT operations will achieve these demands cost effectively. While there is no shortcut to planning for and testing a BC/DR solution, we can help you to break through the technical barriers and varied solutions to an effective BC/DR service without the huge capital expenditures and costly overhead. ■

<sup>1</sup>Available from <http://www.forrester.com/Forrsights+Security+Survey+Q2+2012/-/E-SUS1311>