



# BACKUP AND DISASTER RECOVERY :

an IT Managers'

Myth-Buster

When it comes to backup and disaster recovery, all heads turn to the IT department...

The pressures of keeping an IT infrastructure up and running can be overwhelming.

Throw in newbies, meetings, IT-illiterate staff, prod dev, and growth plans, and it's more than enough to keep you busy. With not enough time left to dedicate to crafting the best backup and disaster recovery solutions, out-sourcing to a specialist provider can take the stress off your hands.

At **Backup Systems**, we have been working with medium to large businesses across a wide range of sectors, for 10 years. Helpful souls that we are, we've come up with five myth busters that will help you choose a data backup and disaster recovery service that is truly stress free.

## MYTH #1: Disaster recovery needs to be expensive

If you think you have to pay big brand prices to get A-class service, then think again. Big brand backup and disaster recovery software looks the part, but it leaves a big dent in your IT budget – and it may not even provide exactly what you need.

There's a better way. A growing range of on-site options are allowing backup and disaster recovery specialists to craft cost-effective and tailor-made solutions. They don't blow the budget, and actually out-perform the big boys.

On-site backup needs to be backed up elsewhere, of course. But unlike the cloud, where the rate escalates per gigabyte, you're really just paying for hardware, software, installation and operation. If you're being asked to pay escalating costs, it's time to research your options.

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## MYTH #2: There are always hidden costs, just suck it up

Your company has grown – maybe you have taken on staff, opened a new branch, or started to provide extra services. And you've extended your IT infrastructure to cope with the strain. Oops. That's going to hike up the cost of your backup and recovery service, isn't it?

Growing data volumes are pushing up the cost of backup and recovery - but these 'hidden costs' are often artificial. Look for a provider who isn't going to hit you with extra costs on top of your monthly retainer. A provider known for transparent pricing, who won't tie you into a contract filled with weasel words, and won't charge you for extra storage or additional servers.

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## MYTH #3: Data can take a long time to retrieve

Okay, we'll hand it to you. This is one myth that is sometimes true – especially for smaller businesses who tend to rely on cloud backup, where recovery time depends on available bandwidth.

But most professional backup systems offer an integrated solution: coupling on-site backup with an off-site option, where data is stored securely in the cloud or at a second business location.

This gives you two ways to restore critical data:

- Rapid retrieval for minor glitches like hard drive crashes, power surges, accidental deletes, and broken or stolen laptops.
- Staggered retrieval for major incidents, like on-site fires or flooding.

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## MYTH #4: Business resumption = business continuity

It's easy to understand why people confuse the two: business continuity really does sound like everything carries on as normal. But there are crucial differences of course...

Essentially business continuity means you can deliver everything you need to, using alternative work-around plans. So although a continuity exercise may run at full scale, it's most often a scaled-down level of operations.

Business resumption on the other hand...is full-scale recovery of your assets and normalisation of services, back to where you were before disaster struck.

Wheeling out the acronyms...it's worth pointing that although an RTO (Recovery Target Objective) is mandatory. While RPO (Recovery Point Objective) may or may not be applicable – it depends on the nature of your service and the risk value of the data.

Whether you're B2B or B2C, the first step of any BCP (Business Continuity Plan) is the BIA (Business Impact Analysis). But the question of who carries out the BIA is a thorny one.

Officially, pretty much any external consultant can cobble a BIA together (and lots of them do). But remember, no-one knows your business better than you and your staff. So look for a service provider who will work as an extension of your team.

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# MYTH #5:

## Data backup is a good enough disaster recovery solution

Here's the thing. Disaster recovery is to data backup what a helicopter is to a bicycle! Both get you places, but you simply can't cover as much ground on the bike.

Backup babysits your data by periodically saving it in a secure location (on or off site), and brings it back to you when you need it.

Meanwhile, DR replicates your entire computing environment – data, operating systems, networks, applications – and puts it on the plate for you when your primary environment fails.

Wheeling in another transport analogy, DR is like the hire car you use when your own vehicle crashes or needs an overhaul. It even functions as a temporary host for your applications and services while you're carrying out planned maintenance, migrations, or training exercises.

Although data backup is not a DR solution, a DR solution can sometimes double as your backup solution – functioning as an all-in-one solution.

In other words, you need both.

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