Creative ITC
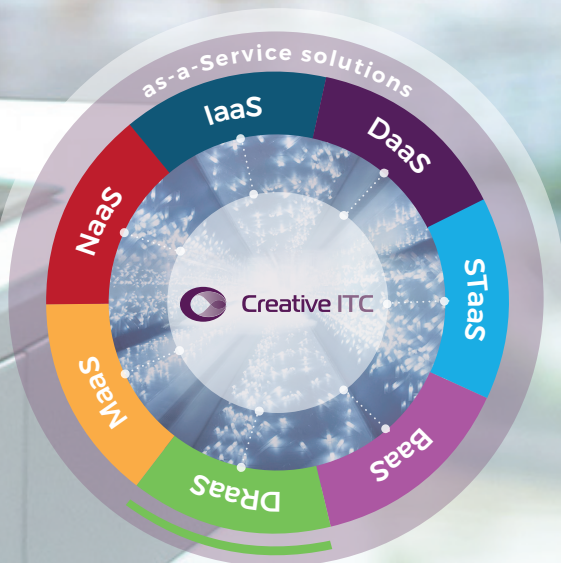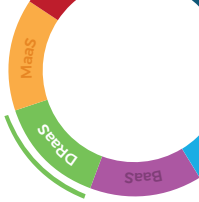
DISASTER RECOVERY AS-A-SERVICE (DRaaS)

Business continuity with peace of mind you'll always be able to fully recover, as quickly as possible

as-a-Service solutions

IaaS · DaaS · STaaS · BaaS · DRaaS · MaaS · NaaS

Creative ITC

with

ZENO
Service Analytics Portal

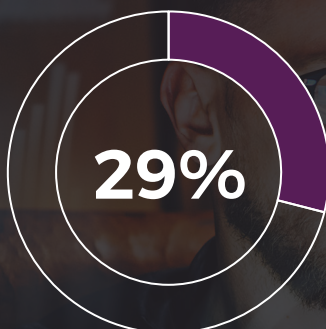# UNTESTED BACKUPS AND DR PLANS DON'T CUT IT

Disasters – natural or man-made – can do more than cost you money – they can close your business down. While regular backups help, this is not the same as an effective disaster recovery (DR) strategy. A backup is nothing more than a copy of your data. A DR plan is the insurance that guarantees its recovery.

As data centre virtualisation takes hold, so too does the risk of downtime due to software problems or cybersecurity vulnerabilities. Add to that natural disasters, power outages, hardware failures and human error and it's plain to see why every business should have robust DR resources in place – and be certain they will work if needed.
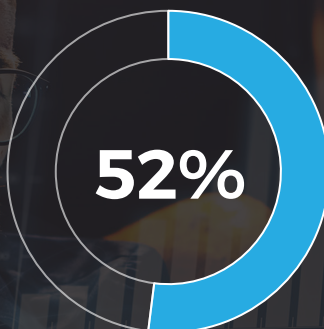
That means planning, testing and managing DR on a regular basis – weekly or even daily – to protect snowballing amounts of data. Many organisations struggle with that because they simply don't have the time or IT resources. Others have discovered their DR plan falls short because traditional replication and DR solutions weren't conceived to deal with current IT complexity. The increase in remote working is driving many businesses to re-evaluate their working patterns and IT requirements, increasing pressure to ensure business continuity and lack of disruption for users no matter where they're working.
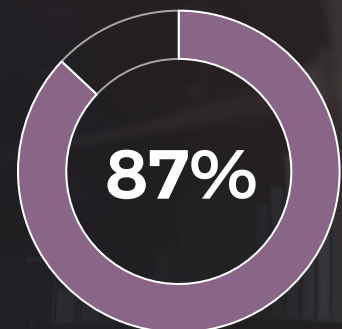
Former approaches to DR now struggle to adapt to the scalability, mobility and flexibility demands of applications running on virtualised IT infrastructures and in the cloud – put simply, they're no longer fit for purpose.

29%

Less than 29% of CIOs[1] are confident in their ability to invoke DR and successfully recover

52%

52% feel challenged to protect home workers and mobile devices[2]

87%

87% companies struggle to orchestrate alerts from multi-vendor security products[2]

1. CIO Insight report; 2. CISCO CISO report

ALWAYS-ON DISASTER RECOVERY

Those problems disappear when you choose DR-as-a-Service from Creative. Without significant CapEx investment or the expense of keeping a secondary DR site running around the clock, you can replace in a stroke the cost of hardware, software, facilities and people with a DR-as-a-Service solution with predictable monthly expense and high burst capacity.

Leveraging best-of-breed DR technologies, our platform features an industry-leading Recovery Point Objective (RPO); in a DR incident, it offers near real-time replication, resulting in just seconds of data loss rather than hours or days.

> Our last DR test took 5 days and was only a partial success. The DR test managed by Creative ITC last month was 100% successful, with no interruption to operations and everything back up and running in just 5 hours.
>
> **Global Director IT Infrastructure**
> International construction group

Our experts will work with you to understand your requirements at a granular level and provide a tailored service where premium protection and recovery speed is only applied to the critical infrastructure and data services that actually need it, combined with a slower recovery SLA for elements where business impact would be less.

Delivered as a fully managed service, this can include server image and production data replication, disaster recovery run-book creation, automated server recovery, automated server failback, virtual desktop infrastructure and network and functionality configuration. And, if you prefer, using one of our facilities management partners we can provide a temporary office, fully-equipped with thin clients and pre-stored desktop images.

BENEFIT FROM:

Minimal downtime

You pick the service level.

We'll guarantee to get users back online fast - choose an RTO from <1 to 48 hours.

Greater agility

If you need to physically relocate your office, we can provide a temporary workspace, fully-equipped with thin clients so your staff can hit the ground running.

Cost avoidance and lower TCO

You won't have to design and deploy your own DR platform.

And you won't need to retain expensive backup offices and equipment.

Near real-time replication

You'll experience just seconds of data loss rather than hours or days.

Our best of breed DR solution provides an industry-leading Recovery Point Objective (RPO).

Less business disruption

We'll perform tests with no impact on business operations nor break in replication, giving you peace of mind you'll always be able to fully recover, as quickly as possible.

Always-on access

Have confidence your users will always be able to access data and apps secured in our UK-based data centre and supported by our 24/7 UK-based operations bridge team.

For full business protection we strongly recommend combining DR-as-a-Service with our Backup-as-a-Service solution.
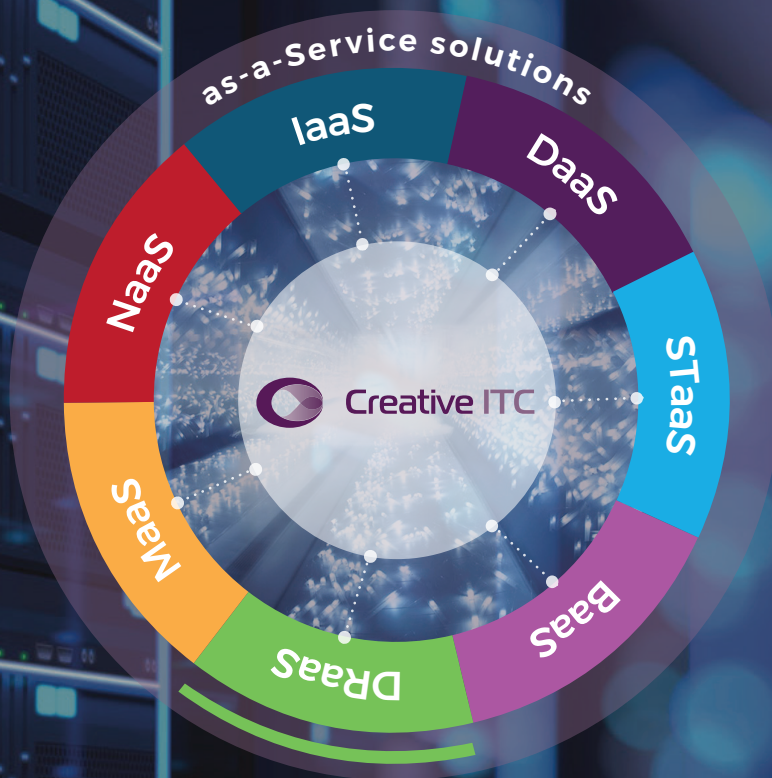
WHY CREATIVE

✔ We'll support your business continuity just as if it was our own, giving you confidence you'll always be able to fully recover, as quickly as possible, with minimum disruption

✔ Our ratio of technicians to support staff is 4:1, significantly above our peers. Each specialist holds, or is close to attaining, the very highest qualifications in their field.

✔ We're renowned for our consistently high quality of service, proactivity, attention to detail and fast response

✔ We'll provide you with free access to ZENO, our easy-to-manage powerful analytics-based portal that allows you to track all your Creative as-a-Service solutions in real time. It's a completely free of charge, value-added extra for our customers as part of our as-a-Service packages.

That's why Creative is a trusted partner for some of the world's biggest brands, involved in many of the largest IoT, cloud and digital transformations. It's also why we have one of the highest customer retention rates in the industry.

Here are some clients, among many, who have entrusted us to support their DR plans:

as-a-Service solutions

IaaS
DaaS
NaaS
STaaS
MaaS
BaaS
DRaaS

Creative ITC

with

ZENO
Service Analytics Portal

DISCOVER HOW

To arrange a free, no-strings consultation or a trial of Disaster Recovery-as-a-Service, or to find out more about integration with our range of managed services, please contact:

karl.smith@creative-itc.com

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