DR Trends and why it will no longer burn a hole in your wallet!

Although 2010 wasn't as gloomy and sluggish as 2008 and 2009 due to the recession, it wasn't a *spring-back* year either. Organizations were treading the cautious path and trends report that they will continue to do so until 2012. Where does this kind of situation leave DR and BCP solutions in an organization?

Post events such as 9/11, terror threats/attacks and natural calamities that have affected us in the last decade, organizations have been focused on Disaster recovery and its importance. Only the mood in the new decade, 2010 onwards is to look at ways to get things done on a shoe-string budget. Organizations want Disaster Recovery plans and Business Continuity Planning, but at a reduced budget. This, over the past year has created a trend among market players to look at solutions and IT disaster recovery options that many not have been considered at all a couple of years ago. Some of the trends that will continue to dominate in the coming years include:

Interesting trends for this decade

Cloud Disaster Recovery
Easily, moving to the cloud is among the hottest trends in 2010 and onwards. According to the Gartner Hype Cycle report that was released in October 2010, cloud computing has reached the peak of the hype cycle and will become mainstream over the next five years. While companies are slowly moving onto the cloud, building a disaster recovery plan around the cloud is

still on paper. But with the cloud grabbing the attention of both the organization as well as the solution providers, DR will emerge as a preferred point of entry into the cloud for many, as the cloud allows for experimenting in a low-risk environment.

Colocation Disaster Recovery

Outsourcing your data center is increasingly being accepted as a plausible, viable response to mitigate risk. Organizations are increasingly looking at focusing on their core competencies and outsourcing data center operations to specialists. And the trend this decade also factors in the smaller players, and not just the big organizations. Co-location of the DR environment has several advantages, especially for the SME players, including 24x7 monitoring and support, increased security etc. This is a welcome trend that will encourage smaller players to take up DR solutions that fit into their budgets.

Automating the Disaster Recovery process

Server Virtualization is a crucial part of your disaster recovery strategy. This component offers several advantages: the ability to deploy a standby IT environment at a significantly lesser cost, reduced complexity, reduced the need for lengthy recovery plans, shorter recovery times and importantly it allows repeated successful recoveries.

Yet, not all organizations are moving towards high-availability clustering and instant failover, but using virtualization and data replication together is definitely helping organizations maintain their functional recovery environments without the need to develop and maintain a lengthy disaster recovery plan.

'On-demand' Disaster Recovery

An innovative framework such as Disaster Recovery on Demand (DR on Demand) will prove to be a boon to organizations that are price-conscious when considering a DR solution. DR on Demand is a pioneering concept from CtrlS that enables organizations to have access to the best DR solution. This unique approach ensures significant savings by using scalable, ready to deploy private cloud architecture, depending on an organization's requirements. Using CtrlS' 'On Demand DR' approach, an organization can enjoy almost all the benefits of a full DR site at a fraction of a cost. An added advantage of this approach is the pay-as-you-use model where organizations pay for this service only when they use it, so no fixed costs.

Data Replication

Data replication is today, a definite part of any disaster recovery strategy. More and more organizations are using remote data replication as they believe this is the first thing to do. Secondly this is cost-effective. With network bandwidth being much more affordable, and with WAN optimization and more and more affordable software in the market, data replication is a trend that will ride a high wave for the next few years. But organizations must be wary of over-doing this strategy. It must concur with the business needs of the organization and data loss tolerance.

DR through handheld devices

PDAs and Smart phones are seemingly the unlikeliest tools for disaster recovery strategies, but we can expect this technology to play a more important role in DR in the coming years. With these devices becoming intertwined with our lives, professionals are increasingly using these devices instead of laptops, and accordingly service interruptions are becoming unacceptable. This is making organizations think: and the recovery priority and availability of enterprise systems that support handhelds assumes importance. The near future will definitely see several web-enabled management interfaces ported to handhelds.

Outsourcing: Makes more and more sense

With strong trends dictating the Industry movement, the case for a DR solution becomes stronger, as also does the case to outsource it to a specialist. The benefits of outsourcing DR to a specialist far outweighs attempting to do it in-house. Here's why.
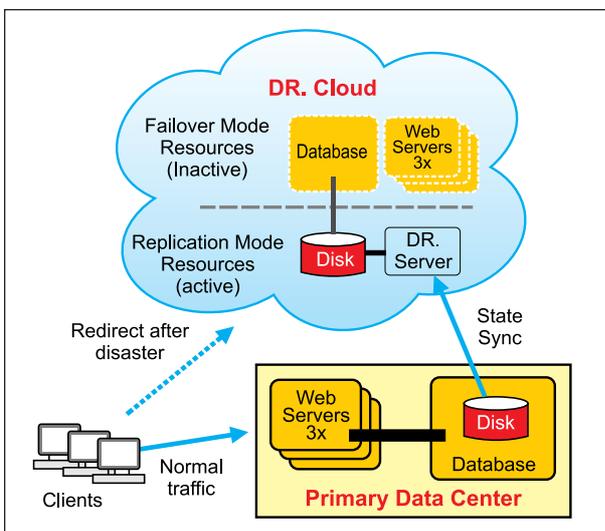
- **An outsider's perspective:** For an internal person who is engrossed in work, it might cloud their objectivity, especially while designing a DR solution. An outsider perspective always help
- **Domain Expertise:** Even if you hire an internal DR solution team, their perspective is limited to the organization DR solution. Solution providers definitely gain by work on DR for several organizations, day-in, day-out. They are more on the pulse of best practices, benchmarks, innovation and what simply won't work
- **Robust & scalable infrastructure:** DR Specialists can offer robust infrastructure that is scalable and that adheres to all SAS standards etc.
- **Faster recovery times:** Recovery times are almost always much faster with a DR service provider

With the benefits of outsourcing clearly outweighing any option, why is it that decision makers hesitate? Cost is a significant reason. This is where innovation from DR solution providers makes a difference. Innovative concepts such as the DR on Demand, launched by Indian-based CtrlS, attempts to curtail costs, making DR affordable.

The DR on Demand framework is a pioneering concept that will change the way enterprises look at DR. DR on Demand now ensures that you have almost the same benefits as that of a complete DR site, at a fraction of the cost. This offering extends the following benefits:

Outsourcing need not mean HIGH costs!

Contrary to what a few companies, believe outsourcing your DR requirement to a trusted partner does not mean that it will be a generic common DR strategy that will be force-fit to your organization environment, for instance one of the significant features of the DR on Demand solution is that the solution is unique and the environment is private and dedicated to customer needs.

- Zero CAPEX
- Organizations can get customized DR plans based on their requirements and pay only when they use the DR solution
- Customer gets the best DR solution from a data center with BS 25999 certification

- And, importantly, organizations can save up to 40% of the costs associated.

In a traditional approach to DR, companies invest in all hardware/software resources at DR site upfront as it's not possible to arrange these in a few hours in the event of a disaster. This framework now guarantees stocks for most of these resources and makes them available in the event of a disaster. So the organization can store the data in DR solutions partner evaults and be able to make the DR site up and running in a few hours! A pioneering concept, DR on Demand aims to reach out to the large and medium-sized enterprises with a viable, cost-effective DR solutions proposition.

About CtrlS

With over 20,000 racks planned across India, CtrlS is the country's first and only certified Tier 4 datacenter and is offering cutting-edge DR solutions to over a 100 large enterprises across verticals. CtrlS has invested a lot of time and effort in creating a fault tolerant datacenter which can guarantee an uptime of 99.995%, the highest in datacenter industry. To know more about DR on Demand and about CtrlS send us an email to drondemand@ctrls.in or visit www.ctrls.in ■

Managing your mission critical applications - Always

DR Services from CtrlS

Disaster Recovery can be defined as - 'The ability to respond to an interruption in services by implementing a disaster recovery plan to restore an organization's critical business functions'.

Disaster recovery is not just for large organisations. Leading analysts have hard facts that point to two out of five businesses, of all sizes, that experience a disaster go out of business within five years of the event.

Many companies believe a 'disaster' is a once in a lifetime incident. In fact, these incidents are very common with growing numbers of viruses, security breaches, software issues, hardware failures, and data corruption. Thankfully, more catastrophic events such as weather-related causes, fires, power interruptions and sabotage are exceptional, but the most successful companies, small or large, prepare themselves for all potential eventualities.

Consequences of a Disaster:

- Loss of Business/customers
- Loss of Credibility/goodwill
- Cash flow problems
- Inability to pay staff
- Loss of production
- Loss of operational data
- Financial loss

Preparing a Disaster Recovery Plan

Do you know what actions to take in the event of a disaster or how your organisation would deal with such a situation? Do you have the proper resources to do so? Wouldn't you rather dedicate those resources to managing normal business operations than preparing for contingencies?

Planning for disaster requires global resources and industry-specific expertise.

Leave it to the experts

CtrlS undertakes turnkey projects for Disaster Recovery scenarios. These cover the aspects starting from business impact analysis, defining business continuity plans, risk mitigation to sizing DR, defining RPO and its objectives, carrying out a test of simulation exercise to deploying and maintaining the DR Site. The typical DR services provided by CtrlS are:

Cold Disaster Recovery Services

Cold Server Recovery service relies on off-site tape warehousing, in which duplicate backup tapes are physically moved to a CtrlS Datacenter. Tapes are stored in Media Safe, which is fireproof in adherence to industry standards. Whenever the tapes are needed, they are taken out of storage and loaded on the recovery server.

Warm Disaster Recovery Services

With this solution, the servers at the alternate location are pre-loaded with the operating systems, applications, software and run periodic updates, ready to take over from the primary datacenter.

Hot Disaster Recovery Services or Parallel Datacenter Services

CtrlS Datacenter offers Hot DR Site or even synchronized datacenter services for mission critical systems/application. Hot

DR Site acts as "replica" of the customer's data and has the capability to deploy and combine various high-availability technologies to ensure that the customer can instantly recover from any major disaster.

DR on Demand Services - a unique value proposition from CtrlS

DR on Demand is a fresh, innovative solution from CtrlS that offers a unique valuable proposition to organizations big and small. Enterprises can now implement a comprehensive DR solution at a fraction of the cost.

CtrlS's 'DR on Demand framework' is built to align to enterprises'- large and medium- DR strategy by offering a robust Disaster recovery solution at a cost that suits their budget. CtrlS is using "scalable, ready to deploy private cloud architecture" for this framework. With this solution, CtrlS now supports the full LAMP and Windows Stack for on demand disaster recovery services.

The DR on Demand framework is a pioneering concept that will change the way enterprises look at DR. DR on Demand now ensures that you have almost the same benefits as that of a complete DR site, at a fraction of the cost. This offering extends the following benefits:

- Zero CAPEX
- Organizations can get customized DR plans based on their requirements and pay only when they use the DR solution
- Customer gets the best DR solution from a data center with BS 25999 certification
- And, importantly, organizations can save up to 40% of the costs associated

In a traditional approach to DR, companies invest in all hardware/software resources at DR site upfront as it's not possible to arrange these in a few hours in the event of a disaster. CtrlS guarantees stocks for most of these resources and makes them available in the event of a disaster through this new approach (CtrlS DR on Demand Framework). So the organization can store the data in CtrlS evaults and be able to make the DR site up and running in a few hours! This makes it an offering that towers over other DR offerings in the market in terms of accessibility and cost.

Extending a helping hand - Let CtrlS take care of your needs

By helping to recover your infrastructure, keep critical employees online, and maintain open and effective communications across your organisation during a disruption, we can help you preserve your business operations-and your brand image.

We are there to help you prioritize your mission critical needs. If you need any assistance to prepare for the unexpected, let CtrlS work with you to prioritize your organization's goals and start planning.

Please write in to us at drondemand@ctrls.in, we would be happy to help you. ▪

CtrlS gives Indian Overseas Bank (IOB) unparalleled Disaster Recovery Solution

Overview

The Client
Indian Overseas Bank is a public sector bank based out of Chennai, India.

Industry
Banking

Objective
To have a robust managed DR infrastructure for maximized uptime.

Challenges
- Strict Government guidelines to adhere to
- Custom built infrastructure which enabled high scalability

Solution
To engage a reliable and capable IT partner to plan, implement and manage the DR infrastructure.

Key benefits
- 24/7 uptime and network availability
- High scalability to match fluctuating loads
- Security levels of international standards
- A comprehensive, cost effective solution

"CtrlS has demonstrated an expert understanding of our DR requirements. Their unique Built-To-Suit infrastructure gives us the flexibility to customize the infrastructure based on our requirement. Moreover, their track record of 100% uptime since inception and world class infrastructure makes it natural for companies for financial services vertical to go with them."

- Indian Overseas Bank

Challenges

Founded in 1937, Indian Overseas Bank (IOB), a public sector bank, is headquartered in Chennai employing over 5000 employees. With a total turnover of Rs 5000 Crore, IOB has specialization in Forex and overseas banking. Having over 1000 branches and ATMs across India and high on technology adoption, IOB offers superior service to it customers. It is the first Bank in India to obtain ISO 9001 certification for its Computer Policy and Planning Department. In keeping with an RBI directive to all nationalized banks to set up disaster recovery centers (DRCs), IOB invited tenders from leading IDC providers. The aim was to look for a reliable IT partner who would understand their requirements and deliver a custom-built infrastructure suitable for large banks.

Solution

IOB selected CtrlS for its unbeatable track record and high market repute as a trustworthy IT partner. CtrlS thoroughly understood the Government mandates and offered a comprehensive, cost optimized solution that was provided in tight delivery schedule. A concurrently maintainable infrastructure and hosting on high density servers/racks ensured highest levels of scalability. CtrlS offered 24/7 back up and support combined with guaranteed non-stop, three phased power supply to ensure maximized uptime. CtrlS also has a Carrier neutral network ensuring connectivity options from all the major Telcos in India. In addition, CtrlS' unique Six Zone Security system kept IOB safe from physical and virtual threats.

Benefits

CtrlS' cutting edge technology manned by best of breed professionals gave IOB the ultimate DRC solution. Partnering with CtrlS meant that IOB was able to eliminate the high cost of acquiring DR infrastructure, software and staff. The custom built, concurrently maintained infrastructure that not only met IOB's requirements but also the RBI mandates. CtrlS' DRC solution gave IOB an industry best 100% uptime and network availability. Being an ISO 27001 and 20000-1 certified company and following the strict compliance and governance processes of international standards, CtrlS adhered to RBI guidelines and assured IOB of the highest performance levels. CtrlS' on demand scalability gives IOB the peace of mind of being able keep step with future growth and development.

CtrlS offers yet another unique offering to its customers: the On-demand Private Cloud

Although organizations are excited about using cloud technologies to bring in IT spend efficiency in the organization, they are still apprehensive about data security when migrating to the public cloud, but while Private clouds are really secure, they are also expensive. CtrlS offers a solution that cuts mid-way.

CtrlS, the leading, global data center solution provider announced another unique solution proposition to their customers, a first-of-its-kind on-demand Private Cloud.

With CtrlS's On-demand Private Cloud Framework, organizations can now avail the benefits of a Private Cloud as well as of the Public Cloud in one solution. With this framework, customers can now use a cloud as per need; scale up and down as per demand, without the fear of security compromises.

The costs too are scaled down without any significant additional CAPEX or OPEX, making it an ideal solution for organizations who want the Private Cloud, as well as the flexibility of scale and affordability.

Says Mr.Sridhar, CMD, CtrlS Datacenters, "On-demand Private Cloud is a never-see-before concept and an extremely innovative framework that we believe will bring cloud computing solutions close to organizations. It is also the ideal solution for small and mid-sized organizations who are eagerly considering a cloud solution, but with robust security features, provision to scale up or down and with costs that fit well into their budgets. On-demand Private Cloud offers the best of both Public and Private Clouds".

Upcoming Events

Advantage AP (01st-02nd March 2011) Venue: HICC, Hyderbad

To set the stage for the next leap forward, the Government of Andhra Pradesh (GoAP) and The IT & ITES Industry Association of Andhra Pradesh (ITsAP) are jointly organizing a Two day Conference and Exhibition, AdvantageAP to be held from 1st -2nd March 2011 in the happening city of Hyderabad.

This Conference and Exhibition will provide a forum for IT & ITES companies, academic institutions, governments, end-customers (users) of various Industries, to collaborate and leverage the enabling environment that AP has to offer.

Banking Technology 2011 Conference, Expo & Awards, Mumbai (2nd -3rd March 2011) Venue: The Trident, Mumbai

This landmark event is concurrently held on the sidelines of The Banking Technology Awards. Both these events have earned the distinction of being India's premier Banking and Financial Services event, and witness a conglomeration of the country's leading Bankers as well as global technology giants. ■

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