

# TRADITIONAL BACKUP VS INTELLIGENT BUSINESS CONTINUITY

### RECOVERY TIME

**TRADITIONAL BACKUP**

With legacy backup technologies like tape, downtime is prolonged since a full recovery can take days or weeks.

VS

**INTELLIGENT BUSINESS CONTINUITY**

Downtime after a disaster is reduced to hours, minutes or even seconds.

### HUMAN ERROR

**TRADITIONAL BACKUP**

High risk of backup and recovery failure from human error since frequent manual intervention is required. 58% of downtime is a result of human error.<sup>1</sup>

VS

**INTELLIGENT BUSINESS CONTINUITY**

Fully automated backup process means very little manual management required.

### VERIFICATION

**TRADITIONAL BACKUP**

Difficult to test if a backup is working properly.

VS

**INTELLIGENT BUSINESS CONTINUITY**

Automated screenshots are taken of each image-based backup, then emailed to user, to verify a successful backup was taken.

### HYBRID CLOUD

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### BACKUP SPEED

**TRADITIONAL BACKUP**

Legacy systems like tape have slow write speeds. Slow backups mean fewer backups per day and an inferior recovery point objective (RPO).

VS

**INTELLIGENT BUSINESS CONTINUITY**

Modern backup hardware gives you high-performance networking, and reliable, high-speed hard disk and solid-state drives. Faster backups means you have more intermediate points to recover from.

### INSTANT VIRTUALIZATION

**TRADITIONAL BACKUP**

Converting backups to bootable virtual machines is time-consuming and error prone, meaning longer recovery times.

VS

**INTELLIGENT BUSINESS CONTINUITY**

Incremental backups can be instantly virtualized, rather than the entire backup chain.

### REDUNDANCY

**TRADITIONAL BACKUP**

Time consuming and expensive to make copies of, or store, backups in multiple locations. 61% of SMBs still ship tapes to an off-site location.<sup>2</sup>

VS

**INTELLIGENT BUSINESS CONTINUITY**

Each image-based backup is automatically saved as a VMDK, in both local device and

### COMPLIANCE

**TRADITIONAL BACKUP**

Limited options for encrypting data, may not pass industry regulations (i.e., HIPAA, SOX).

VS

**INTELLIGENT BUSINESS CONTINUITY**

AES 256 and SSL key-based encryption ensures data is safe and meets industry regulations.

### RELIABILITY

**TRADITIONAL BACKUP**

When recovering data, tape failure rates exceed 50%.

VS

**INTELLIGENT BUSINESS CONTINUITY**

Minimal risk of corrupted backups or data loss.

### SECURITY

**TRADITIONAL BACKUP**

Potential for theft or loss of media.

VS

**INTELLIGENT BUSINESS CONTINUITY**

Off-site backups stored in SSAE 16 data centers.

### COST

**TRADITIONAL BACKUP**

Perceived cost savings are deceiving when you consider the average cost of downtime is \$163,674 per hour.<sup>3</sup>

VS

**INTELLIGENT BUSINESS CONTINUITY**

The ability to keep your business running in the event of disaster has immeasurable value.

1. "Enterprise Data and the Cost of Downtime," IOUG, July 2012  
 2. Information Week  
 3. Aberdeen Group