



Strategies for Success in the Face of Disaster

Proactive IT Resilience Use Cases

TABLE OF CONTENTS

Disaster Recovery Concerns	3
Use Cases	3
CRM Software Provider is Clear from Data Disaster Thanks to the Cloud	3
Out-of-Date Plans Evolved for Established Real Estate Organization	4
IT Resiliency Within Reach for Growing Marketing Firm	4
How Ntirety Can Help	5



Is Your Disaster Recovery Plan Falling Short?

A lot is said today about our culture of instant gratification, but no matter how the conversation goes, your customers expect your company to be accessible, available, and always “on.” Putting the pressure on business continuity, your organization depends on IT infrastructures up and running 24x7x365. Costly downtime and data loss can be caused by natural disasters, power outages, user errors, and—now more than ever—by cyberthreats and breaches. When you consider that the average cost of IT downtime is \$8,850 per minute¹, disaster recovery plans are vital to minimize damage on every front.

Covering the Old, the New, and Everything in Between

Between traditional disaster recovery models focused on dedicated infrastructure to modern, flexible cloud solutions, your business needs increasingly agile strategies and the guidance of IT partners experienced with business continuity in dedicated, public, private, and hybrid cloud environments. But not all IT service providers can support the more technically advanced disaster recovery options, such as cloud solutions or blended hybrid offerings. Making sure that your chosen IT provider can also be your technology advisor at the forefront of the market is equally critical when designing your disaster recovery plan.

You Can't Afford to Set It and Forget It

No matter what technology path your business takes, disaster recovery plans must be continuously evaluated and optimized to prevent downtime and grant peace of mind. An outdated recovery plan can be worse than no plan at all, letting businesses operate under the false assumption that their data and applications are safe from the worst-case scenarios.

Let's explore examples ranging from cloud solutions to digital transformation, and even back to dedicated needs to understand how versatile managed disaster recovery solutions can be.

USE CASES

CRM Software Provider is Clear from Data Disaster Thanks to the Cloud

Loss of customer data is devastating for organizations across any industry. For one customer relationship management (CRM) software provider, customer data is the vital core of their business. Protecting data through consistent backups in secure cloud solutions make up one of the primary components of this CRM company's disaster recovery plan.

Cloud-Based Disaster Recovery Makes the Perfect Fit in Cloud-Native Systems

Many of the CRM tool's benefits stemming from cloud-based services such as Microsoft Outlook, making it so users aren't required to manage multiple contact databases or applications and boosting performance in turn. With these cloud-based benefits, it only made sense for the organization's own business continuity plan to have elements in the cloud. The company's Vice President of Software Development outlined the strategy:

“It's a multi-tier application with numerous web servers and multiple SQL servers in a disaster recovery configuration for failover...We never have to worry about an issue or a disaster due to the robust failover solution and database backups [Ntirety] offers.”

Cutting Down the Cost of Ownership with Cloud Solutions

IT resiliency designed with cloud solutions brought cost savings through greater operational efficiency and consolidated resources, often lowering the total ownership costs of traditional infrastructure and the associated disaster recovery methods. Starting with experienced cloud services experts to find the right disaster recovery solution and systems provided benefits for the company, their customers, and even on cost.

Out-of-Date Plans Evolved for Established Real Estate Organization

A well-established property management and real estate organization had been relying on outdated methods for disaster recovery, and their internal team was tasked with managing it. The company's Senior Systems Engineer had several growing concerns around the traditional tactics and knew that a major overhaul would be required.

Know Where You Are Before You Begin

Before kicking off their overdue digital transformation, the organization had to face the facts:

- They were using a colocation facility in too-close proximity of their main office, putting all their physical servers and virtual machines at risk in the event of a natural disaster
- After years of owning their own hardware within the infrastructure, it was quickly approaching its end-of-life

Considering the major risks present, the company needed a seamless transition from its previous colocation approach to a managed solution, which was maintained by our trusted IT migration experts as if they were an extension of the company's internal IT team—much to the relief of their Senior Systems Engineer.

Designing the Disaster Recovery Plan Critical Data Deserves

With the guidance and support of experienced cloud experts, the company moved from antiquated machines to a private Hyper-V cloud architecture, bringing their disaster recovery plan up-to-date from doing weekly backups shipped offsite to using the Windows Hyper-V replication system. The Senior Systems Engineer shared the importance of this transition:

“In the event of a disaster, I don't want to have to roll back to data that's a week old. I want something that's as current as possible. And Hyper-V replica with Ntirety allows us to do that.”

Trusted IT Experts From Legacy Systems to Tech Trends

A digital transformation focused on such critical IT functions required the company to put immense trust in the expertise of the Ntirety managed cloud specialists. Proficiency around dedicated infrastructure, colocation, and the latest cloud solutions is crucial to successfully completing these migrations and optimizing—a mix of knowledge and experience achieved only by Ntirety.

IT Resiliency Within Reach for Growing Marketing Firm

Disaster recovery isn't only a service built into new instances or transformed from legacy systems—these plans are just as important to add on to all enterprise organizations, especially if they haven't considered it before.

For successful companies without disaster recovery strategies, the motto might be: “It hasn't broken, so why plan to fix it?” Building a plan is about more than adjusting systems to do better backups and minimize potential downtime, but it's also crucial to protect yourself considering high the risks can go – 60% of businesses who suffer data due to a disaster will shut down within 6 months.²

IT is a Part of Every Business—Don't Forget to Protect It

A growing marketing firm understood the value of using technology for their clients' data storage and analytics. The firm also understood the value of working with a trusted IT partner to help manage their tech tools and systems, such as database servers, web servers and hit-tracking servers that showed when a client's advertisement was seen or clicked on.

With their core infrastructure being managed by the external team, the firm also used Ntirety's firewall solution to protect their network. Although the entirety of their infrastructure was managed securely in good hands, our team recommended an even greater safeguard: A solid disaster recovery plan.

Optimized IT Resiliency Through Cost-Effective Solutions

While the company was experiencing success, adding a new service had to fit within their specific budget and still deliver the verifiable benefits for business continuity. Through collaboration between the internal and external IT teams, a strategy was formulated to harness existing resources and, leaning on their IT partner's guidance, find the right ways to fill in the gaps. Striking this balance was a crucial part of making an IT resiliency plan work for the up-and-coming company, as the marketing firm's Director of Technology explained:

"Ntirety was able to figure out what we would need to keep running in case of a disaster... They gave us a solution that didn't double our spending."

Recovery Planned with Companies and Customers in Mind

With an existing foundation around the firm's infrastructure and applications, Ntirety was able to reduce risk, optimize their IT spend, and ensure business agility in case of any disaster scenario. These key outcomes for their business continuity plan delivered peace of mind to the marketing company and to their clients as well, a benefit the Director of Technology greatly valued:

"These clients can rest assured that they have connectivity at any time."

Solving Disaster Recovery Challenges with Ntirety

Ntirety Disaster Recovery Services ensure that your mission-critical applications are safeguarded against attacks and downtime. From platform management to continuous data protection and architecture design, Ntirety managed services empower your business to provide continuous service to your customers and stakeholders with confidence.

Ntirety Disaster Recovery helps enterprise businesses:

- Maximize cloud-hosted application performance while minimizing daily IT headaches
- Focus on your differentiators and what's important to your customers
- Ensure your mission-critical applications are safeguarded against attacks and downtime
- Receive actionable, customized recommendations and proactive guidance delivered by subject matter experts
- Flexible solution with the option to have a self-managed or fully-managed solution based on resource allocation



Is your enterprise prepared for the opportunities—and threats—that are possible?
Schedule a consultation by visiting ntirety.com/getstarted today.