Achieving business continuity at the infrastructure level.

The critical key to disaster recovery and IT resilience for your organization.

The importance of achieving business continuity at the infrastructure level.

Does your disaster recovery (DR) solution support continuous data protection? And immutability? What about automated failovers? Today, the latest bells and whistles offered by DR software are top of mind for most companies, but what about your IT infrastructure?

Gaps in your infrastructure can not only create security vulnerabilities that leave organizations wide open to malicious attacks but can also result in additional complexity and substantial costs.

With the cost of IT downtime averaging over $300,000 per hour, it's important to prepare your organization to take cyber threats head-on.

While having the right software as part of a disaster recovery strategy and business continuity plan, it's just as important that sufficient measures are taken to ensure IT resilience at the infrastructure level as well.

Distributed data protection (DDP) is key to infrastructure resilience.

As the name implies, distributed data protection is when your data is distributed across multiple geographical locations. Making your data available in more than one place helps achieve a more robust DR plan in the event one location is compromised. You can minimize downtime by quickly getting your organization back online using the data that's safe and sound in a separate data center far away from the compromised one.

DDP goes hand in hand with the 3-2-1 rule of thumb as a disaster recovery solution. This rule prescribes having at least 3 copies, 2 different media types and 1 off-site location. When your data is distributed properly, your data is readily available across multiple locations. Even large hyperscalers shut down from time to time, so everyone should protect their IT enterprises and ensure data is available across multiple locations and providers as well.

The Texas Freeze is a chilling real-world example.

On February 13, 2021, Texas saw an unusual cold snap turn into a devastating ice storm that took out critical utilities across the state. After the initial storm hit, the damage and repairs went on for months. Widespread power outages and shutdowns of water services could have easily spelled disaster for the state's data centers. However, as bad as the storm was and as tenuous as things got, most data centers pulled through. How?

As some data centers were getting close to running out of fuel, other data centers shared their fuel to help maintain uptime and avert total disaster in Texas. It was heartening to see companies helping each other during tough times.

For everyone who relied on Texas-based data center facilities to serve their web applications, data, content and customers, and other organizations nationwide that were watching closely, it was an eye-opener. The Texas data centers made it through the big freeze, but could they rely on being so lucky the next time disaster? DDP would have been a great solution to the enormous business continuity problems the disaster could have potentially created.

> Playing devil's advocate, if these data centers couldn't get fuel to keep their power running, hardware and software would have been compromised and it could have cost businesses and organizations millions of dollars.

So what are the barriers to DDP?

There are all kinds of natural and man-made disasters, so a DDP strategy makes all the sense in the world, but there are some drawbacks. It can be expensive, depending on how and with which provider it is accomplished. Organizations can incur high costs to push data across regions. There are also the IT complexities and the need for a massive networking team to build out routers, switches, VLAN and more. If your IT team is already crushed with day-to-day activities, how can you even consider taking on such a demanding task, especially if you don't have backup and data resiliency experts?

The solution is a DRaaS provider. Disaster Recovery as a Service offers teams of experts that do DR and DDP on a daily and weekly basis to help organizations of all sizes across industry sectors build IT resiliency and protect their business continuity.

OVHcloud® has the infrastructure solutions for DR and DDP.

OVHcloud offers a suite of products that can help you achieve business continuity while being cost conscious and taking the complexity out of your IT resilience, including bare metal, hosted private cloud, vRack, OVHcloud Connect and VPS. And we partner with industry leaders for robust DR solutions.

OVHcloud vRack – **Virtual rack technology enables your OVHcloud services to be connected, isolated or spread across one or multiple private, secure networks. You're able to achieve distributed data protection through vRack to any of our 34 data centers worldwide, including France, Australia, Germany, Poland, the United Kingdom, Singapore, Canada and the USA – in Vint Hill, Virginia and Hillsboro, Oregon.**

You can increase your efficiency by using the **OVHcloud API** to retrieve commands (i.e., code) to automate or authorize certain tasks according to predefined conditions. vRack lives on OVHcloud's guaranteed low-latency network, with throughputs of up to 50 Gbps, depending on your plan. OVHcloud supports up to 4,000 VLANs. It automatically migrates your traffic to the secondary if the primary is found to be faulty. vRack allows you to build complex private infrastructures on a global multi-data center scale using unique network technologies, making deployment easier than ever.

▶ Backup data to multiple locations worldwide

▶ Low cost, with unmetered global traffic

▶ Low-latency network

▶ Ease of deployment

> **Nearly 30% of outages lasted more than 24 hours in 2021. With the average cost of downtime amounting to $300,000 per hour, a single day of downtime could cost $7.2 million.**

OVHcloud Connect (OCC) – This technology takes vRack to the next level by establishing a direct connection from your on-premises data center to an OVHcloud data center through one of our many available points of presence or partner PoPs in the US. You get a completely dedicated line, meaning that you're safe from the mercy of the internet if there's an internet outage or a security breach through the internet.

And you get the full bandwidth speed since a dedicated connection means you're not sharing with anyone. We offer speeds from 200Mbits/s to 10Gbits/s, depending on your plan. A lot of features are free of charge and don't require complicated or time-consuming configuration.

▶ Firewalling

▶ Anti-DDoS (anti-distributed denial of service) protection

▶ Geolocation, just pay for storage and you can store worldwide

▶ Automated continuous infrastructure monitoring

▶ Automatic failovers

▶ Automated introduction of hosts

Zerto for Disaster Recovery – With Zerto's continuous data protection and instant recovery, you can consistently achieve recovery point objectives (RPO) of seconds and recovery time objectives (RTO) of minutes. That means you can securely replicate from your on-premises data center to your hosted private cloud or even between your hosted private clouds that are located on opposite ends of the country.

When a disaster strikes, you can recover almost instantly and get your organization back up quickly. The platform is user-friendly, so you spend less time scratching your head and more time making sure your DR plan is ready for any disaster.

Something that's exclusive to Zerto on OVHcloud is that our automation helps build out your infrastructure for you when deploying Zerto between two OVHcloud data centers, so you can just log in and begin creating your virtual protection groups (VPGs) and start replicating right away. This has helped save customers the huge headache, expertise and time needed to get Zerto rolling in their organization.

If you're planning on deploying Zerto between your on-premises data center and our cloud infrastructure, our automation will build out the OVHcloud portion and our engineers can assist with building out the on-premises side and even help link the two sites together. There's nothing worse than having to learn a whole new platform, which ultimately delays when you'll begin protecting your organization.

▶ Mitigate threats and disruptions

▶ Near synchronous data replication

▶ Recover instantly

▶ Simple and powerful platform

▶ Deploy quickly and easily

> **Every 11 seconds,** one business is expected to fall victim to a ransomware attack. It's no longer a matter of if, but when. Are you ready?

Veeam® for Backup – Veeam is available on OVHcloud through our Backup-as-a-Service (BaaS). Or if you prefer managing Veeam on your own, we have licenses available for your enterprise. Veeam protects your backups with immutability via S3 compatible object storage or a hardened Linux repository to mitigate tampering.

For data that you need to store for a long period of time but don't use regularly, there's a cost-effective tier of storage for making your data accessible.

▶ Backup-as-a-Service

▶ Tamper-proof backups with immutability

▶ Cost-effective storage for archivable data

VMware® on OVHcloud – The VMware suite of powerful native tools like vCenter provides good day-to-day access to your hosts, utilizes NSX, and lets you set up your own DR solution and configure your network components to have low recovery time objectives. We provide you with comprehensive access to vSphere vCenter, so whether you're working on the cloud or on-prem, there is no change of tool set or procedures.

This is important because as you move more workloads to the cloud, the complexity of learning different applications in the new environment is a productivity killer. Rather than introduce new technologies requiring new skillsets, you can move forward at a more predictable rate by keeping the skill gap small and leveraging what you already use on-prem.

► Suite of powerful native tools, including vCenter and NSX

► Day-to-day access to your hosts

► Set up your own disaster recovery solution

Nutanix® on OVHcloud* – Protect your organization and build a robust disaster recovery plan with the Nutanix suite of tools you know and love on our powerful Nutanix-qualified High Grade HCI Intel servers, deployed in just a few hours. Confidently meet stringent SLAs, protect business-critical applications, and centralize control with Nutanix's built-in data protection and cost-effective disaster recovery.

Achieving business continuity requires an orchestrated approach that establishes resiliency at several layers of your on-premises and cloud environments. It's fast and simple to protect applications and data or to recover from outages with Nutanix on OVHcloud.

► Burst critical apps and data to your secondary data center in minutes

► One-click failover, failback, and automated recovery

► On-demand replication and testing

*Customers must bring their own Nutanix Cloud Platform licenses.

In the past three years, 96% of organizations experienced at least one incident of downtime globally. Is your disaster recovery plan equipped to get your organization back up and running quickly and efficiently?

The DR and DDP solutions that meet your needs and budget.

Our technical experts can help you identify the most suitable DR and DDP solutions based on the IT needs of your enterprise. Improve performance and optimize security at a competitive price with our Hosted Private Cloud.

Powerful, Private and Dedicated – Gain the power of virtualization on an OVHcloud infrastructure, with OVHcloud infrastructure management, composed of resources that are entirely dedicated to you.

OVHcloud Anti-DDoS Protection – It sets the industry standard and is designed to protect against current types of volume-based cyber attacks, DDoS attacks, SYN flood attacks, and application layer attacks and best of all, it's free.

High-Level Certifications – Benefit from HIPAA and PCI-DSS certifications to host your sensitive data, such as personal health, financial and consumer business data.

On-Demand Scaling – Peak load forecast? Provision resources by the hour or month. With our Infrastructure as a Service (IaaS), and depending on your uses, you can revise your dimensions upward or downward. You control your infrastructure.

Hybridization and Reversibility – Easily and seamlessly employ the same Nutanix technology that you use internally to orchestrate your infrastructure in a hybrid cloud environment.

Straightforward, Flat-Rate Monthly Billing – Know how much you're going to spend on storage and per VM. There are no commitments or hidden charges for network usage and no ingress, egress or API call fees. There are no zone, region or bandwidth charges. In other words, we don't nickel-and-dime our clients. You get a solid product with a predictable price, predictable service and predictable experience. Our pricing is based on a per-VM basis, enabling clients to precisely select the most critical workloads for disaster recovery in a completely transparent model. You can take advantage of OVHcloud Hosted Private Cloud and industry leading RPO and RTO solutions and know all of your costs upfront.

OVHcloud US is a subsidiary of OVHcloud, a global player and Europe's leading cloud provider operating more than 400,000 servers within 37 data centers across four continents. For over 20 years, the company has relied on an integrated model that provides complete control of its value chain from the design of its servers to the construction and management of its data centers, including the orchestration of its fiber-optic network. This unique approach allows it to independently cover all the uses of its 1.6 million customers in more than 140 countries. OVHcloud now offers latest generation solutions combining performance, price predictability, and total sovereignty over their data to support their growth in complete freedom.

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