

# ESCAPE

## ALL LIMITATIONS

UNITRENDS BACKUP & RECOVERY SOLUTIONS  
AND DISASTER RECOVERY BEST PRACTICES:

### FIRE PREPAREDNESS

**The ability of your business to respond to a disaster depends on how well your IT organization can address specific situations. While you can only plan for so much in the way of detail, you can understand and anticipate both the likelihood and ramifications of certain types of disasters, and use this knowledge to plan your response and thus expedite the disaster recovery process.**

**In this case, let's take a look at the threat of a fire....**



# UNITRENDS BACKUP & RECOVERY SOLUTIONS AND DISASTER RECOVERY BEST PRACTICES: FIRE PREPAREDNESS

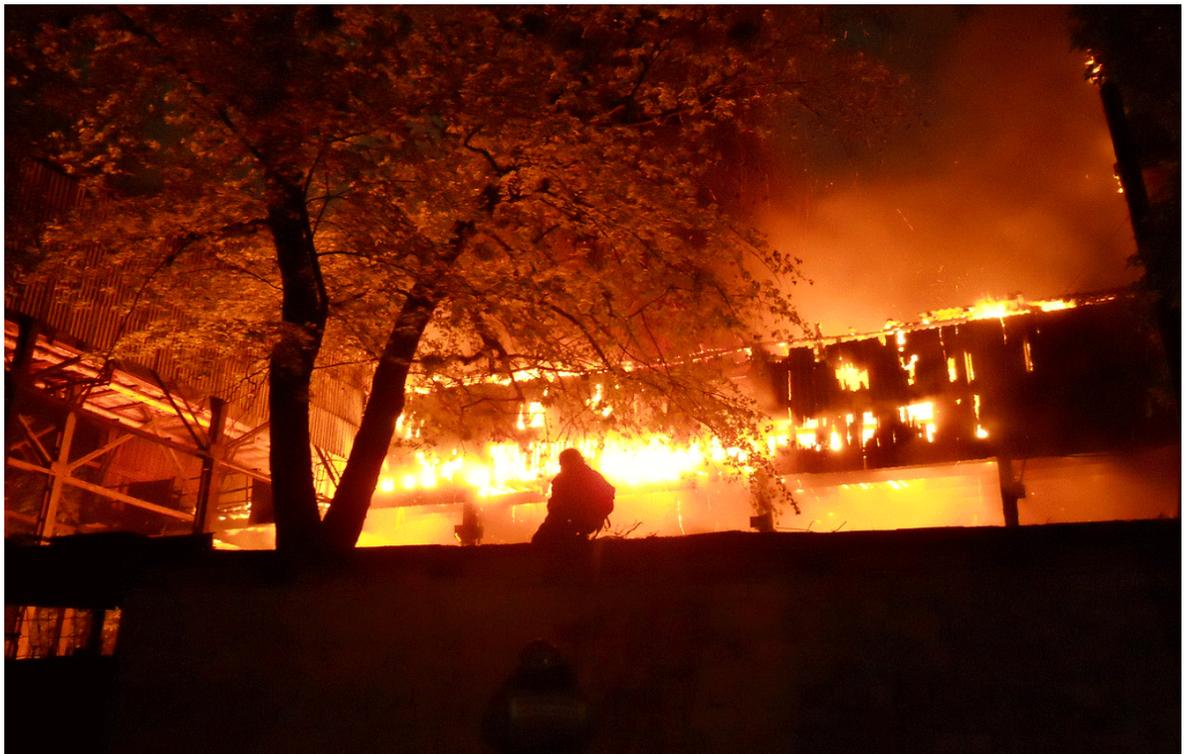
## ASSESSING THE RISK

The good news? Since 2008, the U.S. Fire Administration and the National Fire Incident Reporting System indicate a decline in losses related to non-residential fires. The bad news? They haven't gone away.

Some 85,500 non-residential building fires occurred in 2011, totaling \$2,435,700,000 in damages. The same NFIRS study indicates that fires often result from a complex chain of events. Based on data collected between 1999-2000, the National Fire Protection Association assessed the average causes of data center fires as follows:

- 13,200 electrical fires
- 10,900 heating/HVAC equipment fires
- 9,000 contained trash (wastebasket) fires
- 2,300 fires started by lightning
- 2,100 spontaneous combustion fires

To complicate the concerns of business owners, necessary power and climate control equipment such as generators, UPS battery backup units, and high voltage transformers increase the possibility of igniting a fire in rooms where technology keeps back offices humming along.



This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA.

# UNITRENDS BACKUP & RECOVERY SOLUTIONS AND DISASTER RECOVERY BEST PRACTICES: FIRE PREPAREDNESS

Fire Ramification	Unitrends Solution
<b>Evacuation and Loss of Access</b>	If you use on-premise rotational archiving (typically D2D2x with disk or tape), you need a plan in which your computer stays up when you can't get to it physically. If your building is evacuated, but the fire is contained and doesn't damage your equipment, you can rely on this primary backup solution with peace-of-mind, as long as your team ensures rotation of the media.
<b>Destruction of Local Backups</b>	Either of two Unitrends replication solutions can alleviate the pain of backups destroyed by fire. D2D2C (Disk-to-Disk-to-Cloud) offers a quick method for both data storage and recovery, while D2D2D (where the disk can be eSATA connected or even SAN or NAS connected via iSCSI or CIFS/NFS protocols) provides the means for an alternative to cloud-based recovery.
<b>The Need for Speed</b>	<p>The downside of off-site recovery is the anticipated time-to-recover. To ease the pain, Unitrends can provide hot/cold or, even faster, hot/hot replication for Windows. A hot/cold scenario begins with data replication from an off-premise device to off-premise standby device, and then replicates to the recovery target. Recovery can also occur from the off-premise device to the off-premise standby device, which then ships next-day to the recovery site. In a hot/hot scenario, recovery from the remote site occurs directly to the recovery site.</p> <p>When a VMware or Windows system fails, your Unitrends appliance becomes the virtual host of the failed system. For VMware, the system recovers to a new virtual machine and your Unitrends appliance becomes the provisioned virtual storage provider. In the case of a Windows failure, the recovered Windows system runs directly on the Unitrends appliance. Recovery typically happens in less than five minutes.</p>

# UNITRENDS BACKUP & RECOVERY SOLUTIONS AND DISASTER RECOVERY BEST PRACTICES: FIRE PREPAREDNESS

## CASE STUDY: FIRE HAZARD

John Trax, owner and CEO of Trax Guitars, has a favorite part of the story when it comes to the day an arsen fire threatened to incinerate his boutique guitar manufacturing business in Boulder, Colorado. After a year and a half he still winces at the thought of so many quality crafted instruments in ashes, but things could have been worse, and Trax likes to look on the bright side. For one thing, his amply insured business weathered the interruption to production with special events and artist endorsements that helped put the cash flow back in black. For another, he'd had the presence of mind to protect his information systems with a Unitrends solution months ahead of the fire:

- **Harmony**

Trax chose disk-to-disk (D2D) backups with on-premise Data Protection Units (DPUs) for data storage at his manufacturing facility. He paired this approach with off-site data vaulting for replication to his modest home office about 20 miles from the plant. Since the intense heat from the fire melted and fused the electronics at the business site, including backup appliances, the data stored at Trax's home office served as the key to recovering all the company's data.

- **In Tune**

Scheduled, instant archiving allows the business to manage long-term data stores to both disk and cloud aspects of their solution, streamlining information storage across platforms.

- **Bringing it Home**

Managing the guitar manufacturer's disaster recovery solution using the color-coded, seven days at-a-glance backup and vaulting statuses helps save time for Trax staff, so rather than focus on data management, they can concentrate on the work they enjoy most—building guitars.

## PREPARED: COMPLIMENTS OF UNITRENDS

With Unitrends, you can plan ahead and be ready at a moment's notice with a disaster recovery solution that stands up to the threat of a fire. That solution includes these benefits:

- **Scale and Grow with your Business**

By leveraging existing investments such as tape, legacy servers, and storage, Unitrends maximizes your resource utilization while adapting to your data growth.

- **Single point of contact**

Your questions for data protection strategies are addressed by Unitrends with a US-based customer support team that boasts a 99% Net Promoter Score (NPS)-based customer satisfaction rate.

# UNITRENDS BACKUP & RECOVERY SOLUTIONS AND DISASTER RECOVERY BEST PRACTICES: FIRE PREPAREDNESS

- **Complete Protection**

Physical, virtual, and cloud-enabled protection preserves the data you need to shield from loss in the event of a disaster.

It makes good business sense to prepare for the unforeseen so that, should disaster strike, you can return to normal business operations as quickly and effortlessly as possible. You can rely on Unitrends and our 20+ years of expertise in data protection to help you do just that.

TRY UNITRENDS NOW FOR FREE!  
NO LIMITS. FREE FOREVER. [DOWNLOAD NOW](#)



7 Technology Circle | Suite 100 | Columbia, SC 29203  
866.359.5411 | [sales@unitrends.com](mailto:sales@unitrends.com) | [www.unitrends.com](http://www.unitrends.com)  
Copyright © 2013 Unitrends