

ESCAPE

ALL LIMITATIONS

UNITRENDS BACKUP & RECOVERY SOLUTIONS
AND DISASTER RECOVERY BEST PRACTICES:

HURRICANE 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 hurricane....

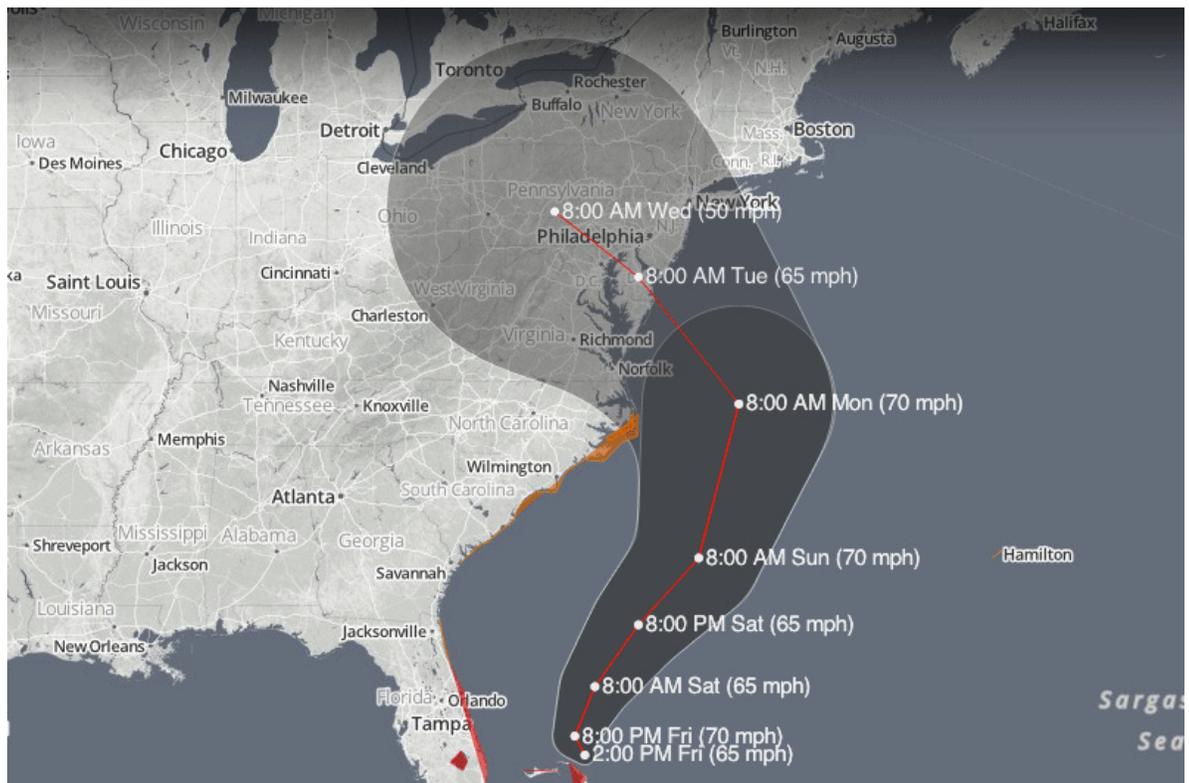


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ASSESSING THE RISK

According to FEMA, “A hurricane is a type of tropical cyclone or severe tropical storm that forms in the southern Atlantic Ocean, Caribbean Sea, Gulf of Mexico, and in the eastern Pacific Ocean. A typical cyclone is accompanied by thunderstorms, and in the Northern Hemisphere, a counterclockwise circulation of winds near the earth’s surface. The Atlantic hurricane season lasts from June to November, with the peak season from mid-August to late October. The Eastern Pacific hurricane season begins May 15 and ends November 30. Hurricanes can cause catastrophic damage to coastlines and several hundred miles inland, and can produce winds exceeding 155 miles per hour as well as tornadoes and microbursts. Additionally, hurricanes can create storm surges along the coast and cause extensive damage from heavy rainfall. Floods and flying debris from the excessive winds are often the deadly and destructive results of these weather events. Slow moving hurricanes traveling into mountainous regions tend to produce especially heavy rain. Excessive rain can trigger landslides or mud slides. Flash flooding can occur due to intense rainfall.”

The following image depicts the path taken by Hurricane Sandy as it approached and hit the U.S. in late October 2012. Though it made mid-Atlantic landfall as a category 2 storm, its winds stretched some 1,100 miles and caused damages in excess of \$75 billion.



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| Hurricane Ramification | Unitrends Solution |
|--------------------------------------|---|
| Evacuation and Loss of Access | 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 area is evacuated but the flood (or hurricane, or tornado, or some other event) doesn't hit, you can rely on this primary backup solution with peace-of-mind, as long as your team ensures rotation of the media. |
| Recovery Complications | <p>With Unitrends, hardware independent failover virtualization provides a first step toward immediate restoration from critical systems failure, spinning up your recovery systems in less than five minutes. Our Simply Scalable™ technology lets you blend your virtual, physical, and cloud-based environments into one easily managed recovery suite that increases business continuity while reducing repair time for IT staff.</p> <p>Dissimilar and heterogenous bare metal solutions by Unitrends allow you to easily manage your recovery strategy for all your diverse technology needs. With Unitrends, you only need one solution to guard your critical information against disaster.</p> |
| Destruction of Local Backups | Either of two Unitrends replication solutions can alleviate the pain of backups destroyed by hurricane-induced flooding. 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. |
| The Need for Speed | <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> |

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CASE STUDY: HURRICANES HAPPEN

A major publications company, Media America owns a host of newspapers, magazines, and cable and internet networks serving the nation from coast to coast. In contrast to other organizations headquartered in the New York City area, the company was well prepared when Hurricane Sandy hit. They had consulted with Unitrends months before disaster struck and enhanced their recovery strategy with the following advantages, making them one of few businesses to get back up and running in record time:

- **Easy Redundancy**

In the wake of Sandy, Media America returned to full operations within 24 hours, failing over to their recovery site in Chicago. Equipped with full redundancy, the Chicago facility duplicates operations at Media's primary site of business, with matched computer systems and backups of all data a mere 60 seconds behind their primary site. Using the Unitrends ground-breaking "iseGrid" technology afforded the company full support of its many appliances, operating systems, and clients, all managed from one pane of glass. Following Sandy, Media America's hot site allowed them to relocate all their operations with minimal losses, and to return to business as usual with relative ease.

- **Enterprise Wise**

As part of their recovery strategy, Media invested in the next-generation, software-only, backup product, Unitrends Enterprise Backup. Once deployed, the Unitrends solution allowed Media America to boot into a failover virtual instance of the physical Windows server for audit and recovery verification. Paired with the public multi-tenant cloud disaster recovery service, Vault2Cloud, the solution gave the media giant the ability to mix and match Unitrends physical appliances and software for an optimized recovery strategy that proved itself when the hurricane hit.

- **Restoration in Record Time**

Compared to other NYC businesses whose downtime lasted many days, Media's restoration after Sandy was near storybook. They recovered their Windows and VMware servers in less than 5 minutes, and had no trouble restoring dissimilar bare metal through P2P, P2V, V2P, and V2V, based on the company's particular mix of technology environments. With the Unitrends heterogeneous bare metal restore capability, Media America's VMware, Windows, Linux, Solaris, and Mac OS X systems all restored with rapid efficiency to the the company's Chicago site.

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

TRY UNITRENDS NOW FOR FREE!
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