ESCAPE
ALL LIMITATIONS

UNITRENDS BACKUP & RECOVERY SOLUTIONS
AND DISASTER RECOVERY BEST PRACTICES:

FLOOD 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.

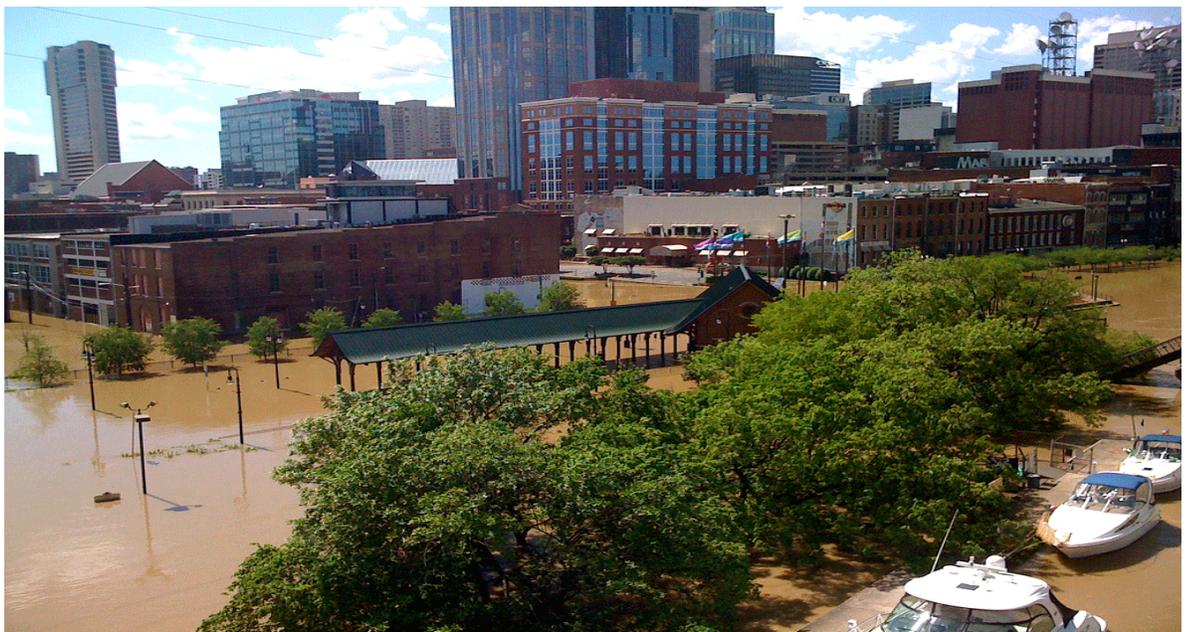In this case, let's take a look at the threat of a flood....

UNITRENDS

Assessing the Risk

According to FEMA, "Floods are one of the most common hazards in the United States, however not all floods are alike. Some floods develop slowly, while others such as flash floods, can develop in just a few minutes and without visible signs of rain. Additionally, floods can be local, impacting a neighborhood or community, or very large, affecting entire river basins and multiple states. Flash floods can occur within a few minutes or hours of excessive rainfall, a dam or levee failure, or a sudden release of water held by an ice jam. Flash floods often have a dangerous wall of roaring water carrying rocks, mud and other debris. Overland flooding, the most common type of flooding event typically occurs when waterways such as rivers or streams overflow their banks as a result of rainwater or a possible levee breach and cause flooding in surrounding areas. It can also occur when rainfall or snowmelt exceeds the capacity of underground pipes, or the capacity of streets and drains designed to carry flood water away from urban areas."

The Nashville flood of May 2010 depicts the affects of an unanticipated deluge. In fact, participants at a federal government trade show held in the music city were surprised by floodwaters that entered the hotel's show floor and destroyed systems shipped in for demonstration of their technology capabilities. Rainfall exceeded 17 inches, the highest amount in more than 140 years of recorded history. A total of 13 inches of rain fell in 36 hours, more than doubling the previous two-day rainfall record set in 1979. The Nashville Area Chamber of Commerce measured the flood's impact at 2,773 businesses with 14,499 workers affected.

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.

Flood 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.
Destruction of Local Backups	Either of two Unitrends replication solutions can alleviate the pain of backups destroyed by flood. 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	The downside of off-site recovery is the anticiapted 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. 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.
Extended Primary Site Recovery Time	Data backed up by a Unitrends recovery appliance can be restored to replacement servers, easily and automatically rebuilding the system. The operating system, applications, settings, drivers, and all data can be restored regardless of brand or model number of the replacement system, so you can leverage several types of hardware to dramatically reduce full recovery time.

CASE STUDY: BEFORE THE FLOOD

The law partnership of Miller, Mueller, and Murphy established their practice 25 years ago in a low-lying suburb of Baton Rouge, Louisiana–an area prone to flooding from the Mississippi River. Their modest office, located in a two-story residence converted for business use, represents local residents and entrepreneurs, storing both litigation and financial records on-site. Loathe to allow years of success to wash away in an unexpected rise of floodwaters, the practice took the following steps as recommended by Unitrends:

- **Cloud-based Backups**
  For just $.25 per gigabyte of storage, Vault2Cloud proved the right fit for Miller, Mueller, and Murphy. Using quick, comprehensive data seeding, Vault2Cloud integrates the law partners' on-premise backup appliance with the Unitrends multi-tenancy cloud-based architecture.

- **Database Defense**
  With Unitrends' web interface as their storage control point, the Miller firm alleviated any worries they once had about loss of database content. Moreover, the 256-bit AES encryption on their Unitrends on-premise backup appliance gave them peace of mind about data theft without burdening their systems or staff.

- **Regulatory Compliance**
  The firm found that a cloud-based solution answered both their need to preserve client data and to comply with Sarbanes-Oxley (SOX) regulatory standards. The practice can set retention policies for archived data and easily generate reports detailing the protection established for their business information.

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 flood. 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.

It makes good business sense to prepare for the unforseen 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**

UNITRENDS

7 Technology Circle | Suite 100 | Columbia, SC 29203
866.359.5411 | sales@unitrends.com | www.unitrends.com
Copyright © 2013 Unitrends