

Business continuity for the digital business

The impact of an outage on your digital business

Business continuity and data protection are critical


Impact of the outage itself

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Michael Sasso and Lauren Thomas
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Measuring the impact of an outage

Business continuity and data protection threats by the numbers

\$1.25–2.5B

Total cost of unplanned application downtime¹

\$7,900

The per-minute cost of downtime²

119 minutes

Average recovery time for datacenter outages in minutes²

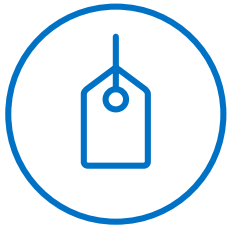
Source:

1) [IDC Survey: Downtime Costs Large Companies Billions](#), Feb. 2015

2) [One minute of data center downtime costs US\\$7,900 on average](#), Dec. 2013

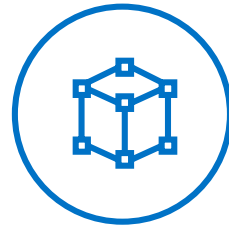
IT challenges implementing business continuity

Business continuity and data protection are critical issues for every organization



Cost

Datacenter cost
Resource cost
Hardware cost



Complexity

Multiple datacenters
Restoring tape
Managing management software

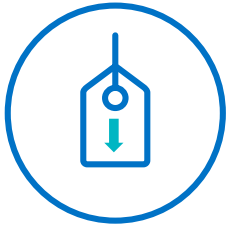


Compliance

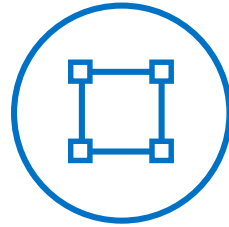
Need to retain data
Need to provide service
Challenging to comply

How Microsoft Azure can help

Accelerate your business continuity strategy



Reduced
cost



Reduced
complexity



Increased
compliance

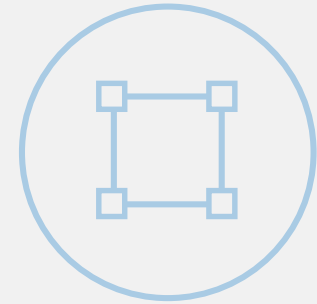
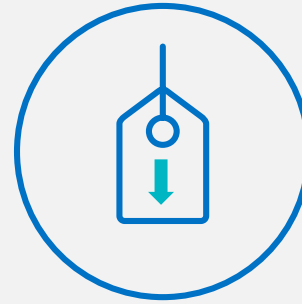
Azure benefits

Reduced cost

No need to purchase additional hardware

No secondary site resource costs

Pay for what you use



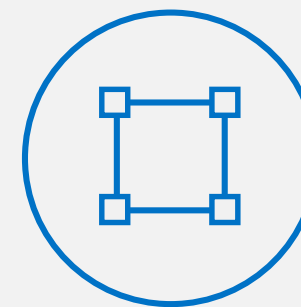
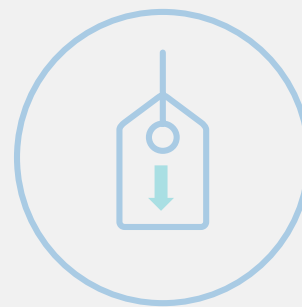
Azure benefits

Reduced complexity

Faster onboarding with cloud services

Simpler execution for testing and failover

Integrated business continuity as a service



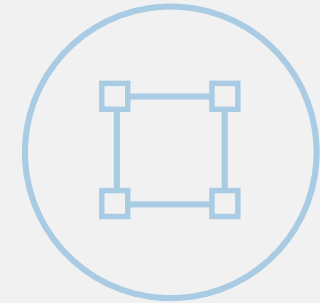
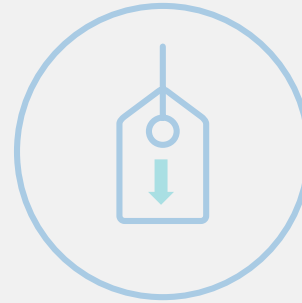
Azure benefits

Increased compliance

Take advantage of Azure's industry-leading certification portfolio

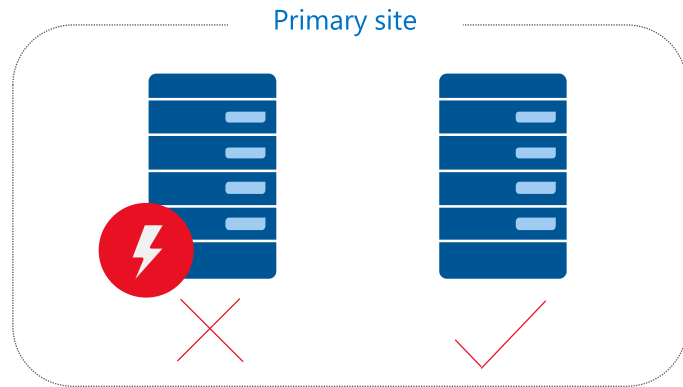
Deploy in one of Azure's 38 datacenters located around the world

Increase your coverage of applications to meet your compliance requirements



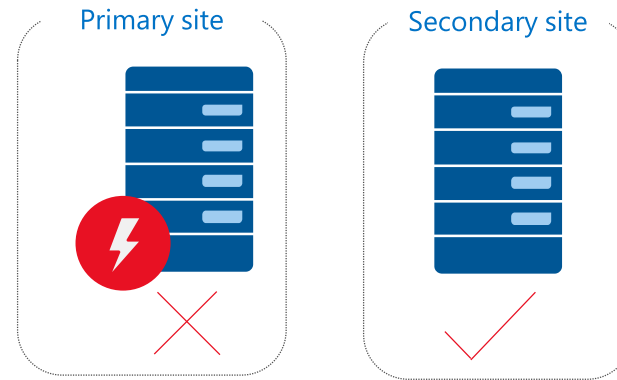
Business continuity strategy

You need all three



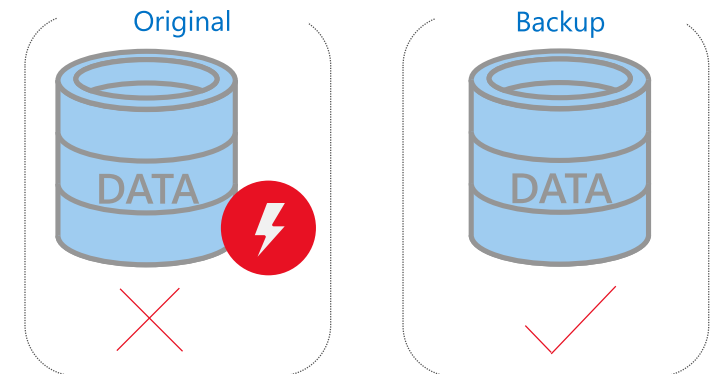
High availability

When your applications have a catastrophic failure, run a second instance



Disaster recovery

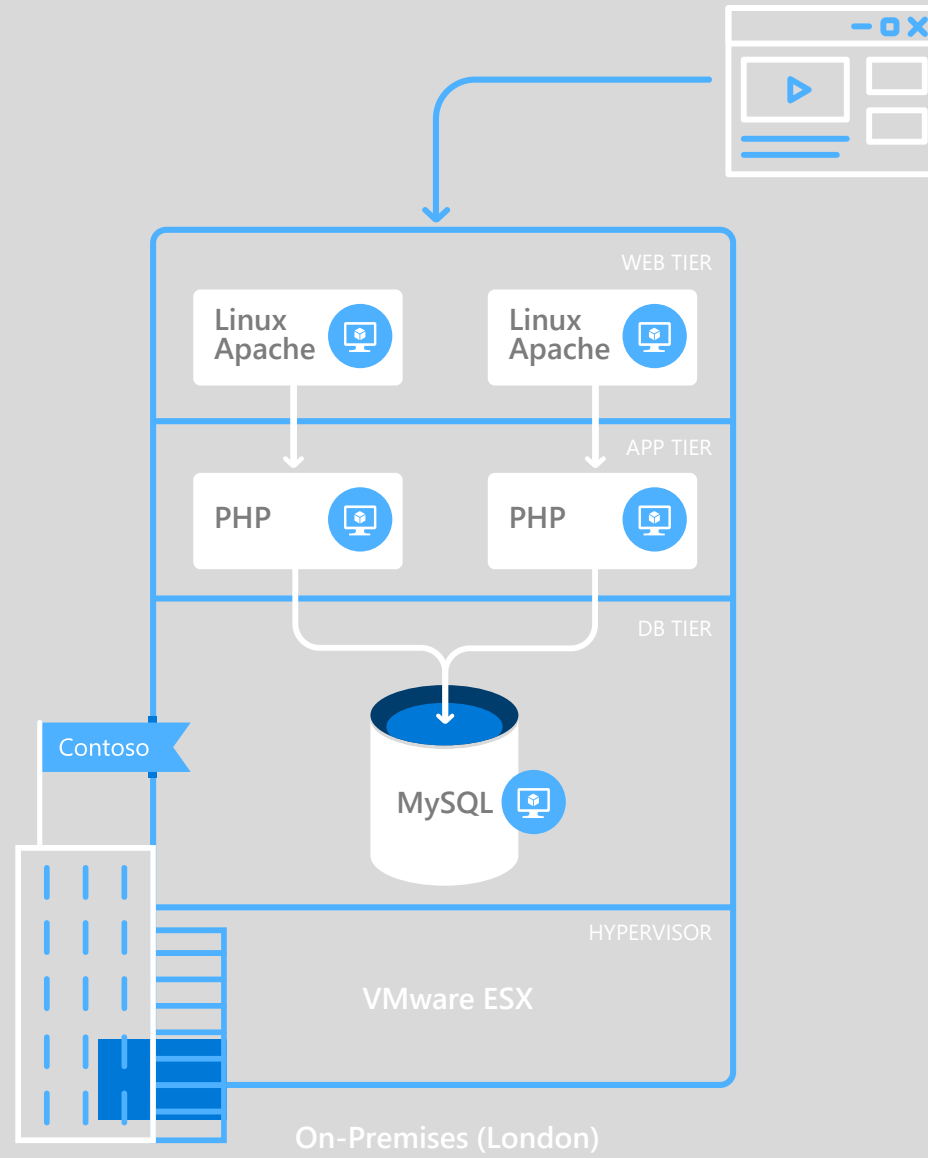
When your applications have a catastrophic failure, run them in Azure or a secondary datacenter

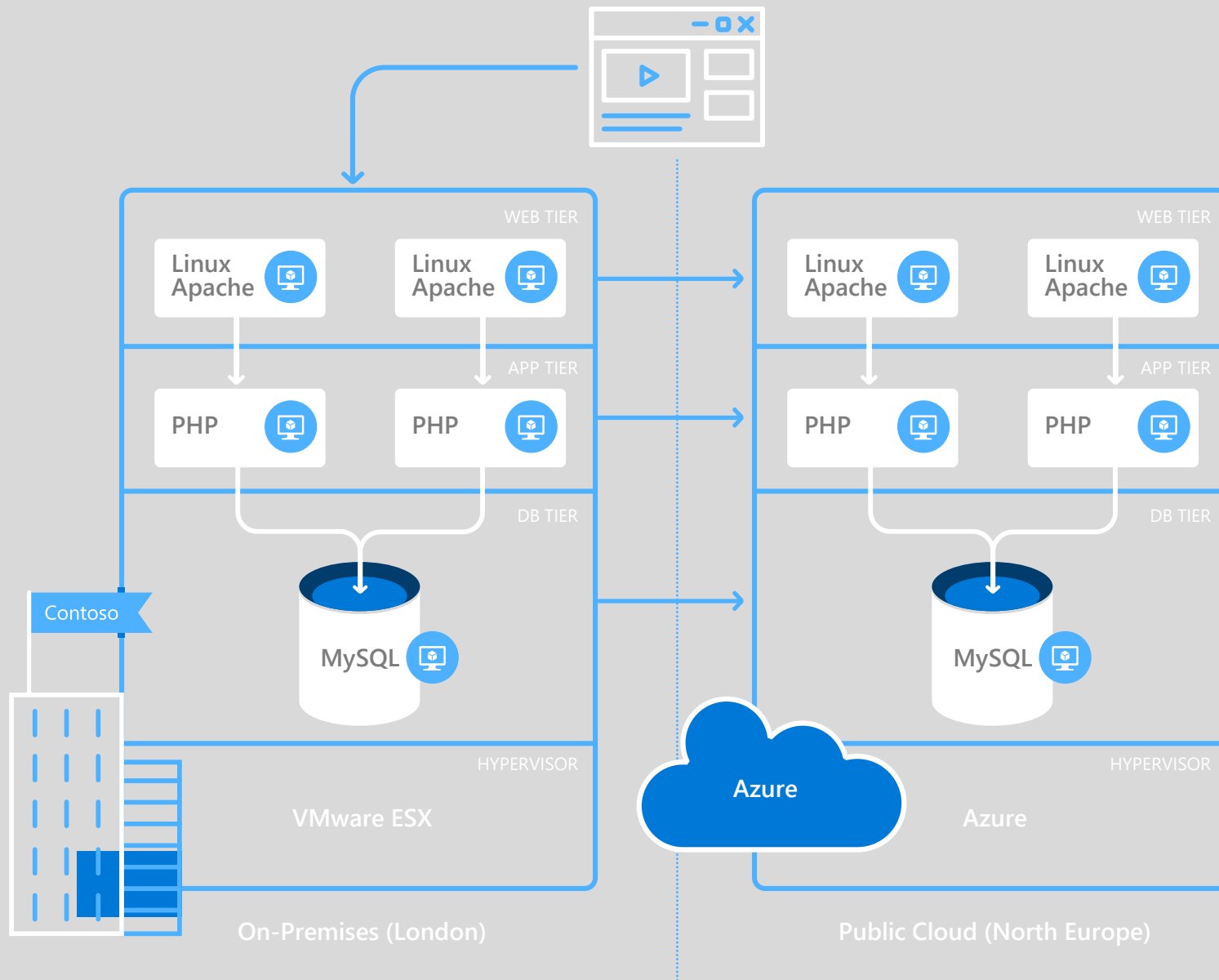


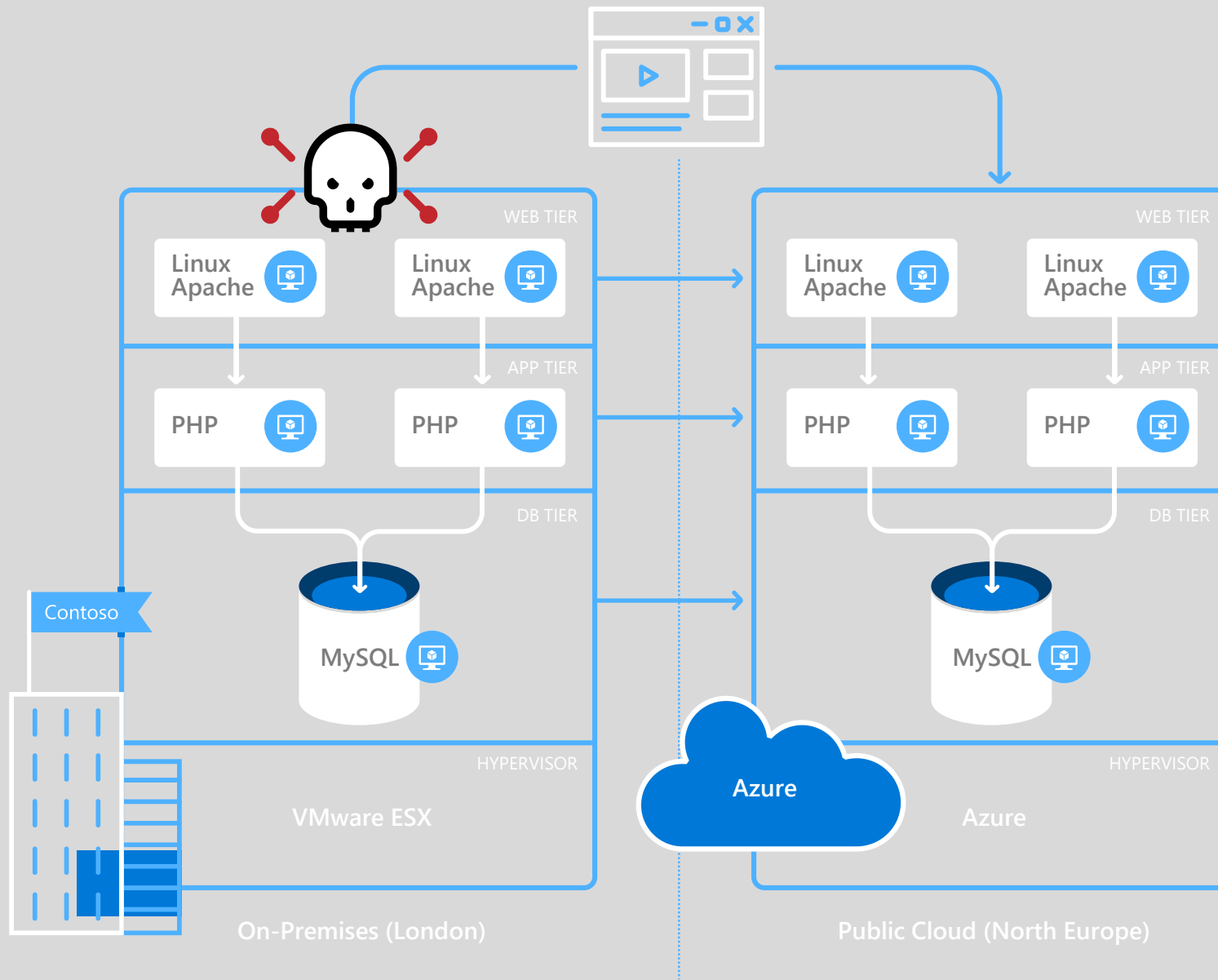
Backup

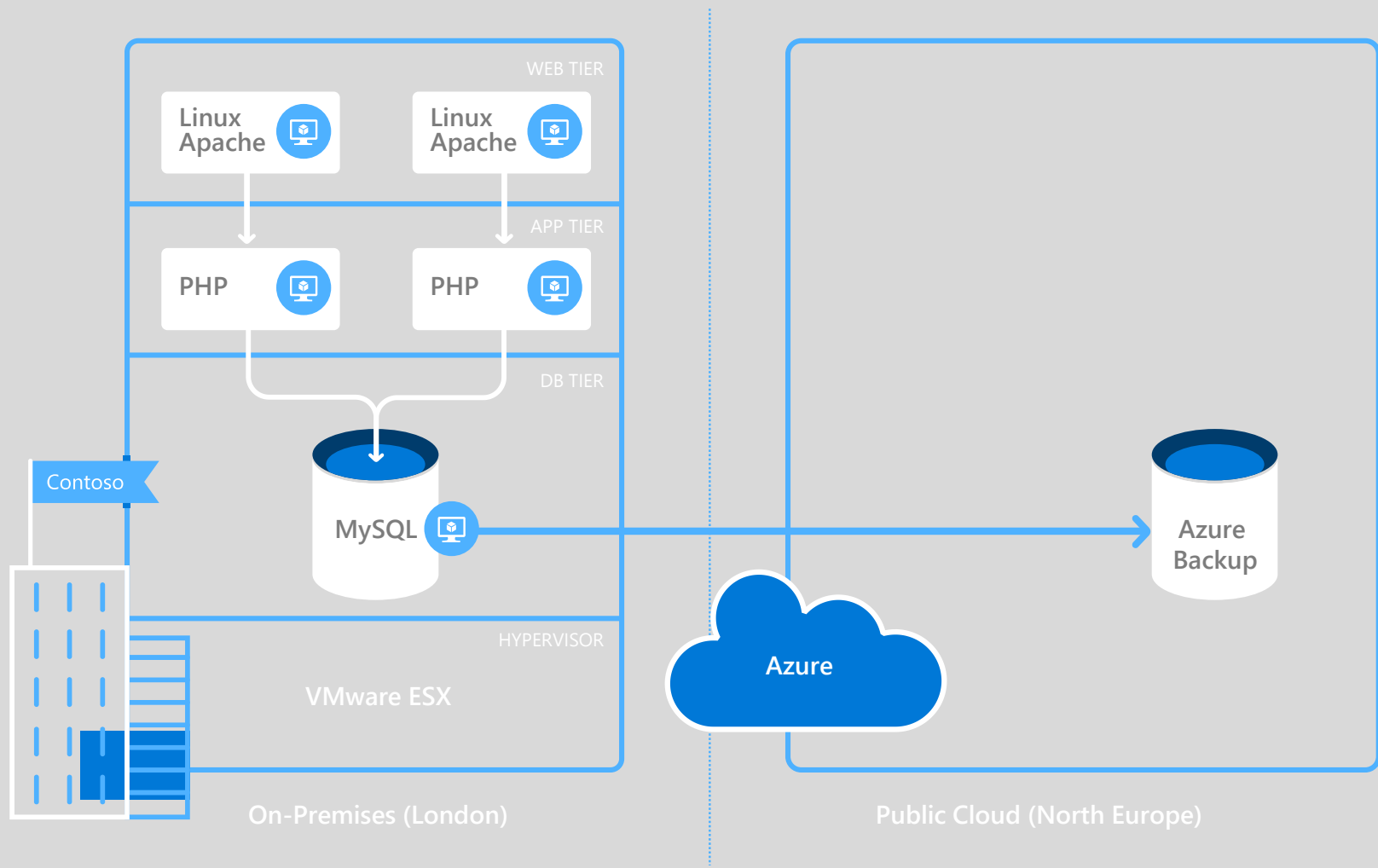
When your data is corrupted, deleted or lost, you can restore it

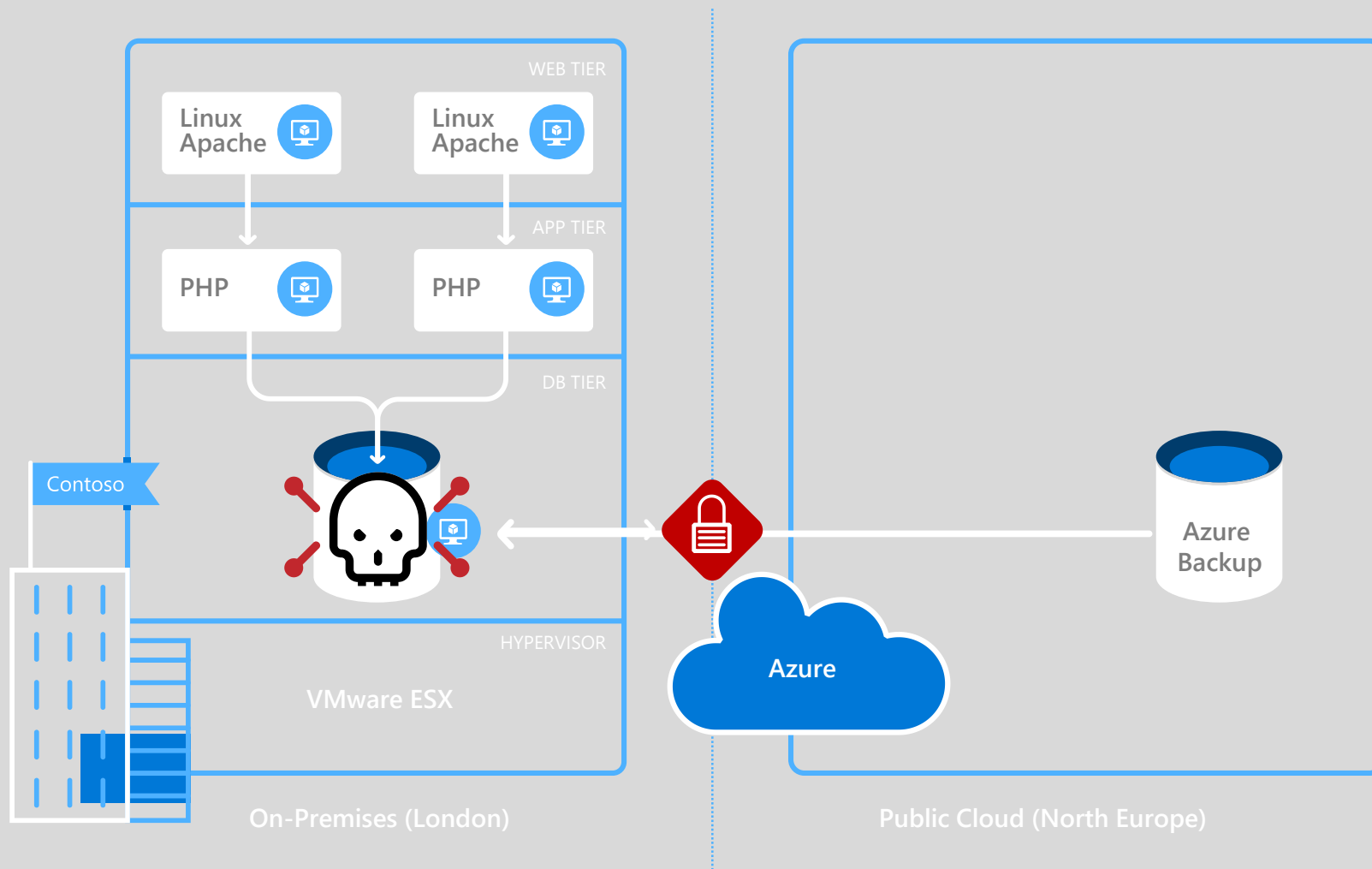
Business continuity in action

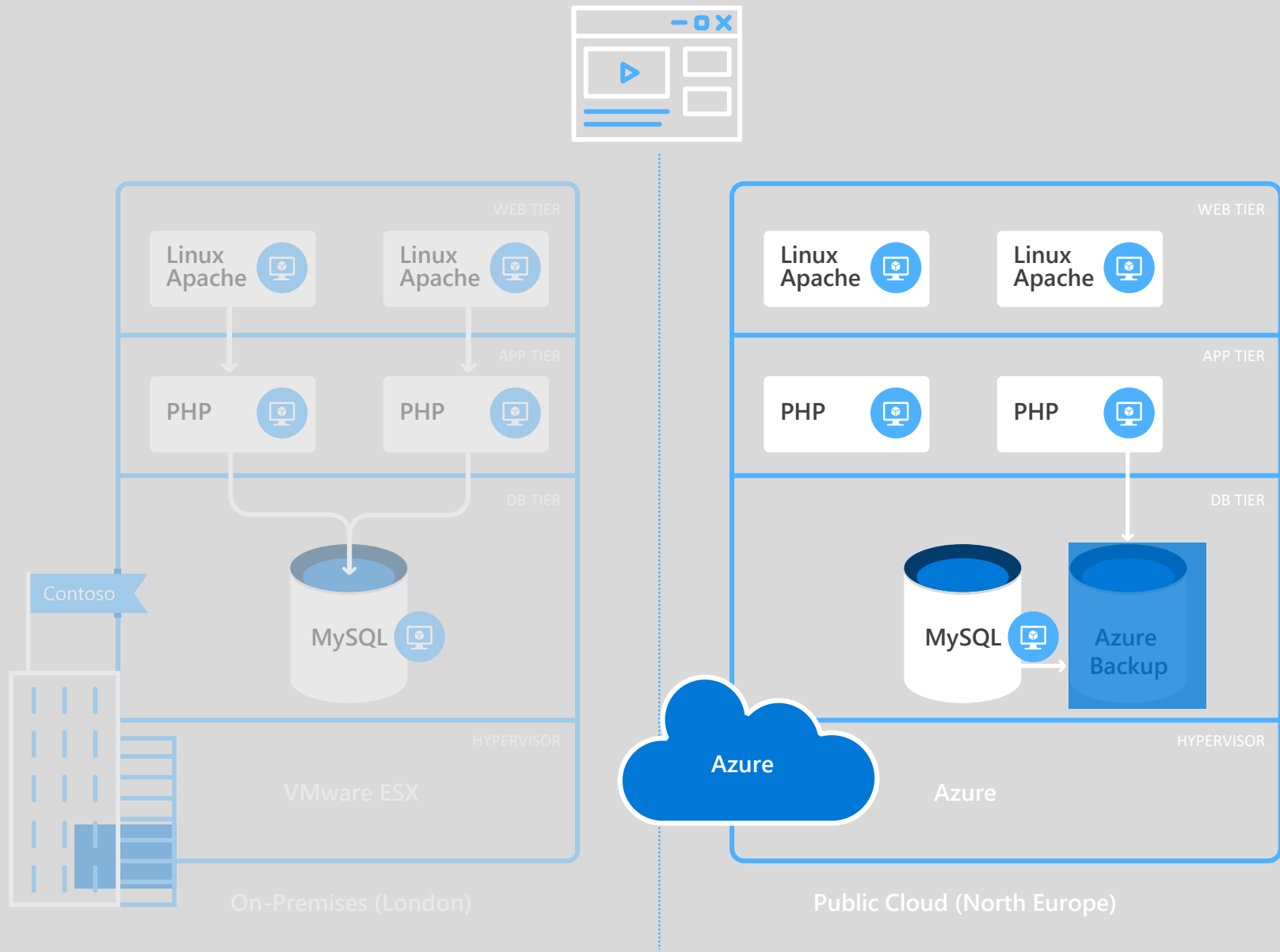


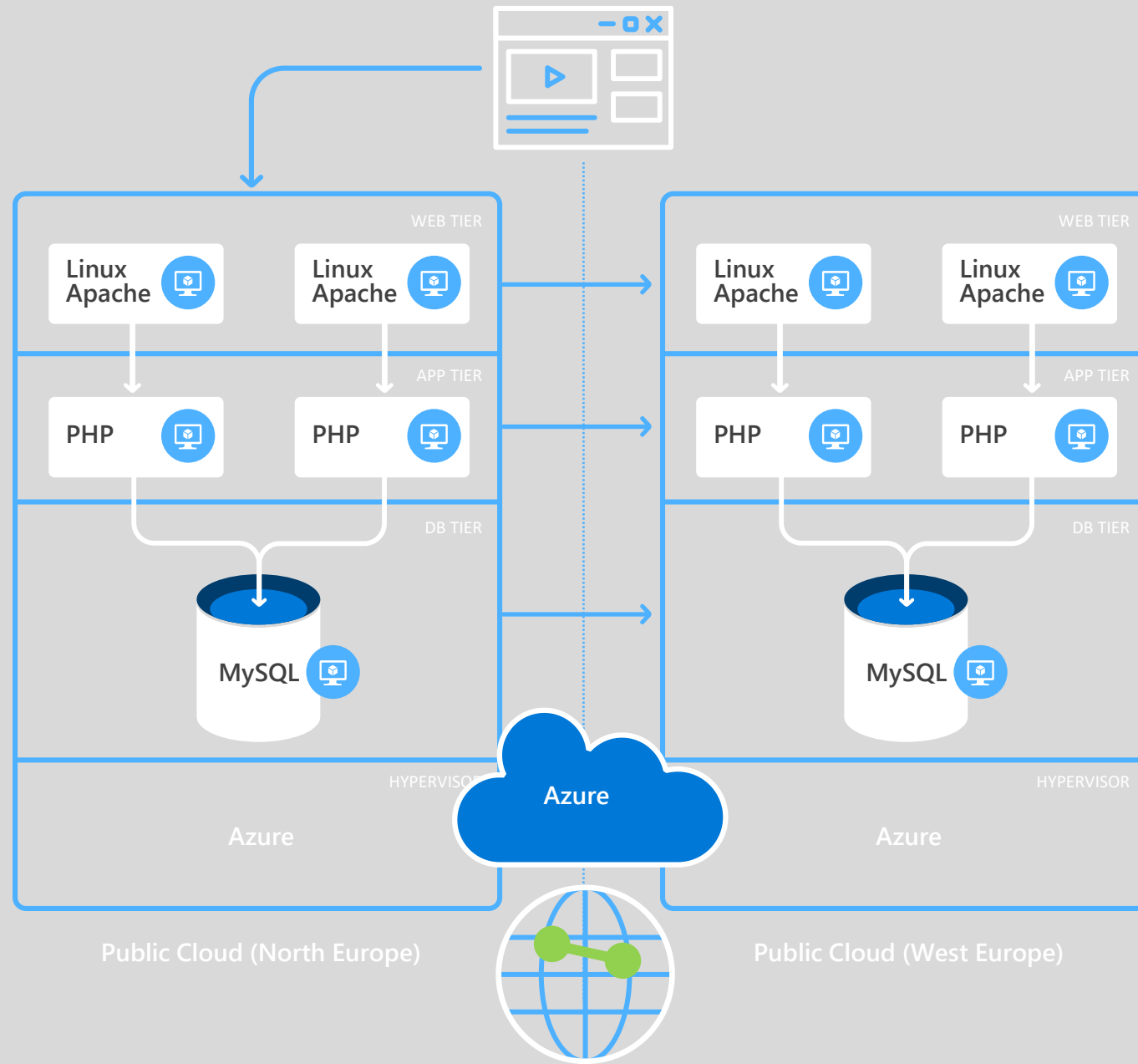




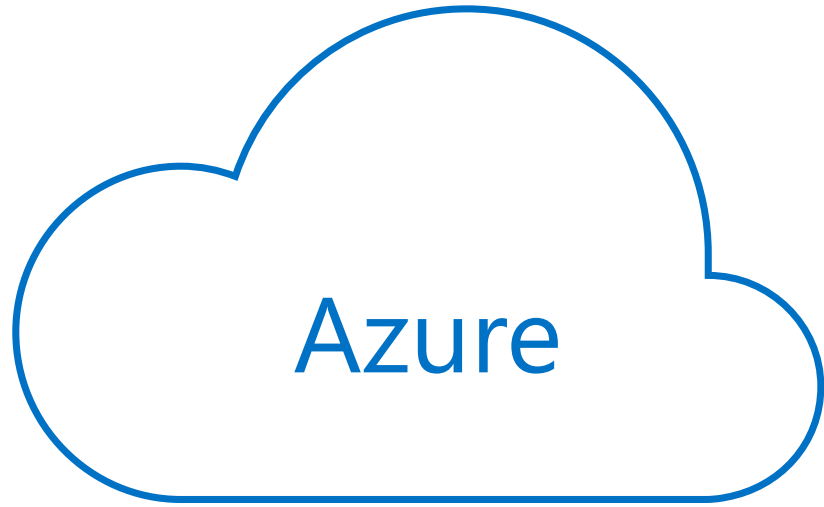








Choose built-in business continuity solutions



Integrated cloud services + partners



Partners only

With Azure you have choice

From Microsoft

Microsoft Azure

Azure Backup

Azure Site Recovery

Our partners



Azure backup customer stories

KARDem

“With Data Protection Manager and Azure Backup, we can easily accommodate data growth and our next phase of business expansion.”

Karem Karabiber

IT and Business Development Manager
Kardem



“Even with the cost of adding a Data Protection Manager server to each jobsite, Azure Backup is cheaper than our previous solution—one quarter the cost.”

Chris Palmer

Solutions Architect
PCL Construction

SAAB

“We know that if we lost our database, we would have it back up and running in a few minutes at most with SQL Server Backup to Azure. That is very compelling for our business.”

Fredrik Elmqvist

IT Systems Architect, Security & Defense Solutions
Saab

Azure disaster recovery customer stories



"Our IT systems must be available 24 hours a day so we can respond to yacht owners in trouble. With our Microsoft cloud-integrated backup and recovery solution, we're always there for our customers. "

Daniel Platz
IT Manager
Pantaenius Group



"By taking advantage of Microsoft Azure Site Recovery, we can tell an even more complete security story by providing an end-to-end, cost-effective disaster recovery solution."

Jeff DeVerter
CTO
Rackspace



"By using Azure Site Recovery, we are there for our customers when they need us most. If disaster strikes, instead of our business being disabled for three to five days, we can be running again in minutes."

Mauricio Caneda
Senior VP and CIO
Generali US

Protect your company and
your job with Azure backup
and discovery recovery

Next Steps

- 1 Engage a partner to help identify applications to add disaster recovery
- 2 Engage a partner to identify applications to add backup
- 3 Cover more applications more quickly with Azure