

## DISASTER RECOVERY AS A SERVICE

*If DRaaS is new to you, it's important to have an understanding of how to both position and establish your DRaaS business. Use this guide to better understand the DRaaS business, your specific offering and establish pricing.*

### WHY OFFER DRAAS?

A file/folder/application backup is a standard requirement in the business space, but most businesses don't have a real DR plan. If a user error occurs or a database crashes, the file/folder/application restore fits exactly. But when the customer's place of business is flooded or on fire, the situation changes dramatically.

In case of a disaster, it's important to get the infrastructure back as soon as possible. There are two different approaches that have serious impact on the steps to follow:

- Recover the systems on-premise (internet, firewalls, switches, workstations, printers all should be in place on premise)
- Recover the systems from the cloud

The first option is normally only available in case of a hardware or software failure.

There are specific components that require extra attention while offering a DR service in the cloud. The server park of the customer runs in the cloud, but how are all the additional requirements taken care of?

- **Internet connectivity** - Is the capacity in the recovery location sufficient?
- **Workstations** - Where are the employees working on? Rentals, from home, DR site?
- **Access policies** - Which firewall is in place, how is it configured, RSA tokens?
- **Email continuity** - Is a fallback service in place? A MX record change can easily take up to 3 days...
- **Isolation** - Is the DR environment capable of running as an isolated environment?
- **Remote Recovery** - Can you create offsite backups from the DR location?

### HOW TO DETERMINE YOUR OFFERING

To determine what your DRaaS offering should look like, answer the following questions:

- What are the critical servers/systems/processes for the end user?
- What is the RPO & RTO as defined by the customer? Do you have the staffing to address these requirements?

In case of a disaster:

- Can the customer run on a shared environment or does the customer require a dedicated environment that can be brought on premise after the disaster?
- Does the customer require physical workstations and infrastructure, or will they take care themselves?
- Can they instead run on a shared virtual infrastructure and, if so, how long can the customer run on the shared infrastructure?
- Will they stay on the shared infrastructure and do you have enough capacity for future DR situations?
- Do you offer periodic recovery tests?

### DRAAS BUSINESS MODEL EXAMPLE

Adding Disaster Recovery as a Service (DRaaS) to your service portfolio is easier than you think with BluPointe, but having the right solution is only half the battle. Build a service model around BluPointe, Hybrid Cloud Backup that not only meets customer expectations, but does so cost effectively while making a profit.

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### SAMPLE DRAAS - SERVICE TIERS

	SILVER	GOLD	PLATINUM
SLA (in hours)	72	48	24
Access to BluPointe,Cloud Management Console	x	o	o
Daily Status Emails	o	o	o
Support by phone and email	8 x 5	8 x 7	24 x 7
Local Speed Vault (Investment in on-premise NAS required)	x	o	o
Yearly Restore Testing	x	o	o
Quarterly Restore Testing	x	x	o
Disaster Recovery Platform using Virtualized Environment	x	x	o

### SAMPLE DRAAS - REVENUE MODEL

	SILVER	GOLD	PLATINUM
Minimum monthly subscription (in GB)	50	75	100
Cost per GB	\$1.60	\$1.30	\$1.00
Minimum Value per Month	\$80.00	\$97.50	\$100.00
Minimum Value per Year	\$960.00	\$1,170.00	\$1,200.00
Service Hours per Year (@ 2 hours per Restore Test)	0	2	8
Minimum Services Value per Year	0	\$120	\$480