



DISASTER RECOVERY

Target Customers

- Companies who employ programmers
- Companies who need Dev - Test - Pre-prod environments
- Customers with business critical practices on the production / sales side, who are not tolerating interruptions. For them, any interruption is loss of revenue / reputation / product
- Companies planning to obtain ISO 27001

Solution Overview

Site Recovery service: Site Recovery helps ensure business continuity by keeping business apps and workloads running during outages. Site Recovery replicates workloads running on physical and virtual machines (VMs) from a primary site to a secondary location. When an outage occurs at your primary site, you fail over to secondary location, and access apps from there. After the primary location is running again, you can fail back to it.

Why Customers Choose This Solution

- The need for on premise hardware and software licenses to install a disaster recovery center in a different location
- The need for a dedicated connection for the disaster recovery center and its high cost
- A disaster recovery center to be established locally will incur extra costs for server room maintenance and management
- Their motivation to work with a global and reliable brand due to recent cyber attacks and hacking
- There is no need to run machines live in the disaster recovery center service in Azure and consequently the cost is lower.
- They don't like local hosters customer relations, they do not find the company safe.

Challenger Questions to Customers

1. Do you already have a disaster recovery center? If you do, where secondary systems are kept? (It could be on premise, local host, cloud)
2. Is your second data center continuously operating? Does it create extra maintenance and management costs for you? Are you exploring ways to reduce these costs? (If disaster recovery center is present and in local)
3. Do you have any idea of getting ISO 27001 certification? Do you plan to establish a disaster recovery center? (If there is no disaster recovery center)
4. How often do you test your disaster recovery center infrastructure? How long are these tests? Do you have problems during the tests?
5. Have you explored the costs of installing a new disaster recovery center? (Hardware, software, line, etc.) Do you have any offerings? What are the average costs?

Solution Explanation

1. Production environments of customers, by industry, are not tolerant of interruptions / data loss such as production or sales / marketing. Interruption / data loss in the platforms which are main sources of income of the firms results in loss of money / reputation for the firm. In order to prevent such situations and ensure business continuity, companies make investments in Disaster Recovery Center.
2. Disaster Recovery Center investments are made by acquiring same (or similar) equipment for business critical servers (which are critical for production / sales) in production environment at a different location / city. After configuration and back-up, synchronisation to the other location takes place with applications that will ensure business continuity. Here, location lease, physical security, data center infrastructure, line requirements between the two locations and investments for it, hardware investments, maintenance, testing etc. costs money. Azure Site Recovery is preferred by customers because it is cost-effective, easy to install, easy to use with testing, failover, failback operations and its RPO and RTO times are among the pioneers of the industry.
3. At the same time, as Azure data centers have already received 27001 and other certifications (available in Notes), you will automatically be able to benefit from these certifications.
4. Azure Site Recovery also provides synchronous backup of the production environment in the Azure datacenter which enables customer software developers to perform tests at any time that do not affect the system, so that no additional investment is required in Dev-Test and Pre-Prod environments. At the same time for IT Pro's; it provides access to a live simulation of the production environment at any time for troubleshooting in existing environments or for a PoC to check whether a new product is suitable for the existing system. In addition, in predicting the results of a patch, the steps of an upgrade can be performed in this test environment so that the risk of data loss / interruption in the live environment will be minimized.

Sizing & Pricing Questions

1. How many missional critical virtual machines do you have?
2. What is the disk size of this virtual machines?

Sample Pricing

Pricing Items:

- Site Recovery Service
- Storage size
- VPN Gateway
- Additional DC VM

Sample Pricing:

- 3 Critical VMs
- B2S as Additional DC
- VM Disk
- Basic VPN Gateway
- 1 TB Managed Disk

Average Azure Consumption Revenue / month (\$)

\$160/month

More Information

 <https://azure.microsoft.com/en-us/services/site-recovery/>

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