ALTRON
DIGITAL BUSINESS

Harnessing the power

Disaster Recovery as a Service

for a simple, safer, smarter tomorrow

99.9% uptime guaranteed – no matter what the disaster

Can your business get back up and running within minutes if malware hits your servers or disaster strikes? What will it mean to your bottom line if you're down for days, weeks or even months?

Contents

01 Introduction

02 How valuable is your data?

03 Can you afford any downtime?

04 How quickly do you want to be back online after a disaster

05 Introducing Microsoft Azure Disaster Recovery

06 The Altron Digital Business difference

01 Introduction

Many small and mid-sized businesses in South Africa have yet to transition to the cloud. This hesitation stems from various reasons. Some businesses are accustomed to their on-premises setups and are still utilizing their existing assets. Others harbor genuine concerns about the cloud, questioning the safety of their data, the operational mechanics, and the tangible benefits.

A significant number of business owners overlook the cloud because they are unaware of its essential functionalities. One of the most critical issues facing mid-sized businesses is the confusion between business continuity and disaster recovery strategies. Many business owners feel secure with their backup systems, not realizing that backups alone do not ensure operational continuity during a disaster.

The consequences can be severe. Recent statistics reveal that 40%-60% of small businesses that lose access to their data and systems permanently shut down. Additionally, 43% of data breaches target small and medium-sized businesses. Without a comprehensive disaster recovery plan, businesses remain vulnerable and at risk.

Understanding and leveraging simple, cost-effective cloud solutions can significantly enhance business resilience and protect against potential threats.

02 How valuable is your data

You already know the answer to this: Very valuable. Which is why you have backups, and backups of backups. Because if you lose your data, your business is effectively blind.

You have no insights into your customers, no ability to deliver customised service to them, connect with them, sell to them or invoice them.

You also have no market data or financial insights into your business.

Without data, your business dies.

But what happens if you lose just a little bit of data? What happens if the power is unexpectedly cut, or your business is the victim of a cyberattack? How many hours of data will you lose, and how valuable is that data?

- Is it a few hours of sales execs completing CRM systems?
- Or is it hundreds of invoices that have been processed and are now lost?

The impact of data loss is unique to each business, but in each case, it will negatively affect your bottom line – at least temporarily.

03 # Can you afford Downtime

As a mid-sized business, your success and growth potential lie in your ability to deliver on customer expectations.

This requires:
- Access to technology
- Applications, platforms and data
- Emails
- Hardware, including laptops, notebooks and mobile devices.

FACT: Without technology, it's impossible to take orders, invoice customers, respond to emails and customer queries, or deliver solutions, products or services.

How much is uptime worth to your business? What happens if your teams cannot operate for an hour, a day or a week? At what point will your business close and not be able to open or operate again?

Imagine an event that can disrupt business-as-usual and either delete data and workflows or lock the business and its employees out of their servers, emails, data and hardware.

Recent statistics show that downtime costs South African businesses close to R724,000 per hour. For small and mid-sized businesses, the impact can be equally devastating, with 72% experiencing unplanned outages at least once a month.

02 How quickly do you want to be back online after a disaster

We know that backups don't equal uninterrupted uptime, so what does?

Disaster recovery solutions were designed with this in mind. Businesses don't only need their data to get back up and running after a disaster, but they need servers and software as well. They need their entire IT infrastructure.

In a world that isn't based in a public cloud like Microsoft Azure, this means offsite hardware – backup servers that can be spun up when disaster strikes.

Here's how offsite disaster recovery works:
- Spin your servers up
- Get data up-to-date from backups (as up-to-date as possible, as this is based on backups not real-time system backups
- Test the whole system
- Start operating again

This process can take anything from days to weeks to months. Even the bi-annual tests take an entire weekend.

During this time:

1   You're not invoicing clients

2   You're not servicing clients

3   You have no access to your CRM

4   No access to your data

5   No access to emails

6   No ability to make sales

The reality is that you need to be back up and running within minutes, and that's only possible if you have your system mirrored in the cloud.

02 Introducing Microsoft Azure Disaster Recovery

Azure's built-in disaster recovery as a service (DRaaS) helps your business to keep doing business — even during major IT outages. Azure Site Recovery offers ease of deployment, cost effectiveness, and dependability.

Deploy replication, failover, and recovery processes through Azure Site Recovery (ASR) to help keep your applications running during planned and unplanned outages.

HOW IT WORKS

You can set up ASR simply by replicating an Azure VM to a different Azure region directly from the Azure portal. As a fully integrated offering, ASR is automatically updated with new Azure features as they're released.

You can minimise recovery issues by sequencing the order of multi-tier applications running on multiple virtual machines and ensure compliance by testing your disaster recovery plan without impacting production workloads or end users. And keep applications available during outages with automatic recovery from on-premises to Azure or Azure to another Azure region.

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We will have you back up and running within an hour You'll never have to worry about not being able to operate again:

- Be up and running within an hour with minimal data loss
- Seamless experience for employees
- Completely secured in the cloud
- Don't need special expertise – this is a managed service
- Live through any disaster because your business's entire operations are safe.

Azure DRaaS mirrors your entire system in the cloud. This is happening continuously based on your needs. If time is critical and you can't lose more than 15 minutes of work, for example, you can set your Restore Point Objective (RPO) to 15 minutes.

You'll be up and running again within an hour and all you'll have lost is 15 minutes of workflow.

The replication stops as soon as your server gets hit – whether by a power outage, malware or some other disaster. This allows you to track exactly when the error occurred, but it also means that even though your servers are down, nothing else in your organisation is affected – the mirrored system in Azure is pristine.

The Altron Digital Business difference

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How safe is my data?

Our Magic

Microsoft Azure is the premier standard in security. 4,500 security experts are tracking various attack vectors and malware, as well as what's happening on the dark web, 24/7. It's SOC is active around the world. In fact, Microsoft is in Gartner's magic quadrant for security. All security standards are constantly updated in the cloud as well, ensuring 99.9% uptime.

We believe in expert support. This is why we have a focused team of experts who are all cloud architects. All engagements happen to plan, standards are met, and we don't deviate from Microsoft best practice. We know what the end result should be, and that's what we're promising. We lead from an expert perspective, with our entire team Microsoft accredited and certified.

Our service is 24/7 and ready to go – there is always someone on standby for an emergency/disaster situation.