Equinox Communications

DISASTER RECOVERY

Will Your Business Survive a Loss?

Don't be a statistic.

A recent Gartner Group study reported that 40 percent of businesses that lose their data for 24 hours in a disaster go out of business within 5 years.

Gartner: "Research Roundup: Business Continuity Management and IT Disaster Recovery Management, 4Q10"

93% of companies that lost their data for 10 days or more due to a disaster FILED FOR BANKRUPTCY with one year of the disaster.

National Archives & Records Administration Washington DC

WHAT HAPPENS WHEN YOUR SERVER WON'T BOOT UP?

Or you have a major power failure? What if that "backup" never actually backed-up at all?

Let's face it - things happen. And when it comes to your data and critical business applications, those things can be devastating. For small and medium-sized businesses, **an IT failure can destroy a business** – through the inability to operate, failure to deliver a service or project, a massive hit to the reputation and, ultimately, the loss of customers.

Business continuity in the face of a disaster sounds complex and costly but it doesn't have to be. Traditional approaches to business continuity and disaster recovery lack the flexibility and efficiency of virtualization, requiring manual time-consuming backup and restoral processes or complex server failover configurations.

With our Disaster Recovery solution, your data is housed in our virtual environment, a high-performance and reliable environment powered by an industry-leading infrastructure composed of Cisco, NetApp, and VMware technologies, and backed up every night.

With ease, we can mirror your current server environment and bring it up as a virtual server for testing,

and then shut it back down – until you need it again. And when or if…. well, when you need it again, it can be up within a few hours. Guaranteed.

With a Cloud-based disaster recovery solution, small and medium-sized businesses can have the same disaster recovery reliability and robustness larger companies already enjoy. There is no reason why your business should not be able to verify the integrity of your data and quickly access your business-critical data and applications in the event of the unexpected.

Finding out your backups weren't working after you tried to restore data – that's a disaster you can avoid.

Benefits of Equinox Communications Cloud-based Disaster Recovery:

☁ Protect against natural disaster, power loss, human error or equipment failure

☁ Enable rapid restart of applications at an alternative site

☁ Reduce complexity of configuration management for backup data and systems

☁ Cut capital costs of disaster recovery provision

☁ Allow core processes of a business to be executed from anywhere

SERVERS AND TOTAL COST OF OWNERSHIP

A recent internal study by VMware, industry leader in virtualization software and partner of Equinox Communications, found that customers reduced their server total cost of ownership (TCO) by 74% on average and realized an ROI of over 300% within the first six months by virtualizing their servers.

In addition to the hard cost considerations related to hardware and software, IT operations, downtime, and business administration, virtualization of servers can also provide benefits not quantified in a TCO analysis, including the following:

- Reducing costs by consolidating idle resources and redeploying those resources on new projects
- Increasing efficiencies in IT operations
- Improving time to implementation of new services
- Increasing disaster recovery capabilities, including decreasing recovery time on existing non-high availability services
- Building cost-effective and consistent development and test environments
- Reducing costs in technical support, training and maintenance

The following steps offer a roadmap to help small- and medium-sized businesses determine the cost impact of moving to a virtualized server.

1. Understand the cost components of server TCO

There are four main cost components to consider:

Hardware and Software:
Costs associated with storage and network infrastructure, server migrations, and hardware and software for high availability and disaster recovery, and support contracts.

IT Operations:
Costs for IT environment cooling, server back-ups, security, and post-deployment support, including administrator efficiency.

Downtime:
Costs include troubleshooting failures, restoring IT services after failures, lost revenue, and lost employee productivity due to outages. Costs may also include third-party charges to set up a disaster recovery site, as well as the time and costs associated with ongoing updates to ensure that the disaster recovery site is up-to-date with the latest applications and software.

Business Administration:
Costs of server procurement, asset management, vendor management, and vendor negotiations.

Other items to keep in mind are whether server hardware is purchases or leased, which costs are directly incurred, and which are internal charges, and the span of responsibility for the IT organization. And lost opportunity as a result of your IT team focusing on maintenance and upkeep rather than more strategic planning and projects.

2. Identify the "before" and "after" scenarios

One of the simplest ways to do this is to compare the cost of a one-for-one refresh of physical servers to the cost of consolidating and reducing those services by running in a virtual server environment. Other options would be to price out virtualizing only new servers you need to add to your business or implementation of a disaster recovery program with and without virtualization.

3. Determine the relevant components to the analysis

Some components of your server environment may not be impacted by moving to a virtual environment. For instance, the cost of application administration is generally not affected by virtualization.

4. Gather data

Based on the aforementioned steps, you should gather the necessary data to proceed with the analysis. This may include the number of servers; utilization of those servers; software license costs; cost and average of the number of hours of planned downtime; and/or the amount spent on management, maintenance, and monitoring of the physical systems.

5: Build a TCO model

Equinox Communications has an online tool to help you easily estimate your server TCO. This calculator, powered by VMware, walks you through the process of considering costs and additional facts. Assumptions have been made so you should think through this carefully as you analyze this information.

6. Compare scenarios

Use this tool to compare various scenarios: a complete virtualization model, a disaster recovery option, or keeping all servers on-site and the costs to manage, maintain, and monitor them.

7. Implement a pilot

Give virtualization a shot. We will work with you to spin up a server. Use it as a back-up for 30 days and see how you like it. Such a pilot program can prove the effectiveness of virtualization.

DUE DILIGENCE QUESTIONS TO ASK YOUR CLOUD SERVICE PROVIDER:

Ensure you're getting the secure reliable service you deserve.

REVIEW THE FOLLOWING QUESTIONS WITH YOUR POTENTIAL CLOUD PROVIDERS.

1. Are your datacenters audited and certified annually for SSAE-16 Type II?

2. Do you guarantee at least 99.999% uptime and provide compensation if your service fails?

3. Please provide the location and physical details of your primary and secondary datacenters.

4. What fire suppression systems have been installed in each datacenter?

5. What redundant fiber optic facilities enter each datacenter and what is the capacity of each?

6. Please describe the redundant power and redundant air conditioning systems that run each datacenter.

7. Do you have natural gas and diesel generator power in each facility? If so, how long can they run?

8. What insurance coverage do you have in the event that data is lost, stolen, or breached on your server infrastructure? Who are the carriers and what are the limits?

9. Please provide me with your security procedures including physical, PCI DSS, and HIPAA?

10. Who has physical access to my infrastructure at your datacenter? Is my data protected through biometric card access procedures?

11. Please provide me with the migration procedures and costs for leaving your Cloud services.

Not all clouds are created equal.

While cloud services are gaining popularity with small and medium-sized businesses, it's important to understand that there are significant differences in cloud service providers and datacenters.

Ask questions and review qualifications of your potential service providers to ensure you're getting the secure, reliable service you deserve.

WE'VE ANSWERED THESE QUESTIONS FOR YOU BELOW.

DUE DILIGENCE QUESTIONS TO ASK YOUR CLOUD SERVICE PROVIDER:

1. **Are your datacenters audited and certified annually for SSAE-16 Type II?** Yes, with written certification and verified independently.

2. **Do you guarantee at least 99.999% uptime and provide compensation to me if your service fails?** Yes, we guarantee 100% uptime on our Virtual Servers. Should your service fail we will credit your account. *This excludes predetermined maintenance windows.*

3. **Please provide the location and physical details of your primary and secondary datacenters.** Our datacenters in Greenville, SC and Nashville, TN each feature approximately 15,000 square feet raised floor, subfloor cable management and power distribution, 18" raised floor, conditioned AC power, 24/7/365 customer access, 24/7/365 network operations center.

4. **What fire suppression systems have been installed in each datacenter?** FM-200 and Dual-Action Fire Suppression Systems have been installed.

5. **What redundant fiber optic facilities enter each datacenter and what is the capacity of each?** Each location has an abundance of fiber carriers including AT&T, Level 3, Charter Business, TW Telecom, XO and Earthlink. These facilities provide additional redundancy and backup so Equinox Communications customers will not suffer an interruption in service.

6. **Please describe the redundant power and redundant air conditioning systems that run each datacenter.** Multiple 1.2MW diesel generators, multiple1.2MW UPS, N+1 Liebert air conditioning with 18" raised floor with overall power capacity of 200 watts per square foot**.**

7. **Do you have natural gas and diesel generator power in each facility? If so, how long can they run?** Yes, our natural gas generators have unlimited run time capacity through a direct connect feed while our diesel generator backup is contracted for emergency refueling.

8. **What insurance coverage do you have in the event my data is lost, stolen, or breached on your server infrastructure? Who are the carriers and what are the limits?** We have Technology Services and Miscellaneous Professional Service insurance coverage including Technology Products Liability, Media Content Services Liability, Network Security Liability and Privacy Liability. With first party insuring agreements on Extortion Threat (for data from hackers for example), Crisis Management Expense (such as customer notification and credit monitoring service) and Business Interruption (related to downtime). And specific endorsements covering the terms of "Virtual Servers" and "Virtual PBX" for Data Restoration, Offsite Storage, Corporate Private Data, Software Copyrights. Insurance coverage is underwritten by The Hartford, XL Group, Sentinel and Indian Harbor up to $1 million.

9. **Please provide me with your security procedures including physical, PCI DSS, and HIPAA?** The datacenter adheres to strict security policies and procedures that help our clients meet regulatory demands and compliance guidelines set forth by HIPAA, SOX, PCI, etc.

10. **Who has physical access to my infrastructure at your datacenter? Is my data protected through biometric card access procedures?** Only authorized data center employees may enter the facility. Card key+PIN access, key and card biometric scanning in critical areas, manned 24x7, photoelectric wall beams, individually locked cabinets and a camera system maintains overall security.

11. **Please provide me with the migration procedures and costs for leaving your Cloud services.** Equinox Communications does not charge migration fees to its customers and its customers can migrate to any other VMware-based Cloud offering or VMWare supported offerings. There is no physical disconnect or "de-installation" procedure.