



Before you use the public cloud  
for disaster recovery,  
read this.

## OVERVIEW

Using the public cloud as a disaster recovery target can have benefits for organizations of all sizes. For small and medium-sized businesses, it's an opportunity to build a business resiliency practice. For enterprise organizations, it offers an economical approach to disaster recovery.

The disaster recovery solution you choose to failover to the cloud at crunch time is important. There are many options in the market today: free cloud provider tools like Microsoft Azure Site Recovery™, as well as virtual only tools like Zerto™ and Veeam™. Understanding the pros and cons of each path forward will help you to make the right decision so that your business is always compliant to any business continuity regulations, and you have the assurance of meeting your recovery service level objectives at all times.

It's also important to remember that you need to have a disaster recovery strategy for in-cloud outages for the duration that your applications are running in the cloud. According to the recent "Truth in Cloud" research survey conducted by Veritas, 55 percent of organizations mistakenly believe the cloud service provider (CSP) is responsible for ensuring uptime for workloads in the cloud. Cloud service provider contracts, however, usually place uptime responsibility on customers. The legal teams at Veritas reviewed contracts from multiple public cloud service providers to understand what customers and cloud service providers are responsible for with respect to workload resiliency in the public cloud.

Before you use the public cloud for disaster recovery, here are two tips to keep in mind.

### 1. NATIVE CLOUD DISASTER RECOVERY TOOLS CAN ONLY GET YOU SO FAR.

In the last decade, native clustering tools within operating system environments were sometimes considered good enough. But they offered limited capabilities and weren't comprehensive enough for enterprise disaster recovery needs. The free disaster recovery tools offered by some cloud providers can have limited capabilities and may also require manual processes for smooth operation.

Your business needs a way to recover not just simple virtual machine and application configurations but also tiered applications with complex start and stop dependencies. It also needs a disaster recovery solution with full automation so your recovery objectives aren't susceptible to human error. Also, using different native cloud tools in a hybrid or multi-cloud architecture can create environment fragmentation. This reduces visibility and increases your operational expenditure costs.



## 2. CLOUD PROVIDERS ARE NOT RESPONSIBLE FOR LOST REVENUE, BUSINESS OR PROFITS.

While cloud providers offer a set number of 9's from a service level objective perspective, they refer mainly to the storage infrastructure your applications will run on and not the actual uptime of your applications.

Many cloud provider contracts can state that they don't guarantee that service will be uninterrupted or error free and that they are not responsible for lost revenue, business or profits. For any business-critical applications running in the cloud during a disaster recovery exercise or real-time event, a proactive in-cloud disaster recovery plan is a must, either to failback to on-premises or even to another cloud.



As you embrace a cloud mentality, it's important to get disaster recovery right. [Veritas Resiliency Platform](#) helps organizations proactively and predictably ensure disaster recovery across multi-cloud environments including Microsoft Azure™ and Amazon Web Services™. Businesses get real visibility into the health of critical applications along with service level driven recovery operations and single-click procedures for failover, failback and non-disruptive disaster recovery testing. A built-in, low RPO data mover ensures secure data movement between on-premises and clouds, and fully automated, customizable recovery even for complex applications helps ensure maximum business uptime. [Learn more about Resiliency Platform here.](#)

Footnote: Veritas Truth in Cloud Research 2017

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Veritas Technologies empowers businesses of all sizes to discover the truth in information—their most important digital asset. Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability—with no cloud vendor lock-in. Eighty-six percent of Fortune 500 companies rely on Veritas today to reveal data insights that drive competitive advantage. Learn more at [www.veritas.com](http://www.veritas.com) or follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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