Blog Post

I Get Knocked Down...

Ask any security consultant or a CISO who's worked for a blue chip — when it comes to a natural catastrophe, software failure or malware attack taking your systems offline it's not a matter of if, but when.

Executive summary

Uptime used to mean reacting. In an economy where customers can choose your competitors as easy as clicking and swiping, today's born-digital business has to be proactive with data continuity.

Client:

Zeno Group

Content type:

Blog post

Brief:

To ghost write a blog post by a technology executive about how uptime now means business continuity rather than back-ups and restores..

Deliverable:

A rewrite of a supplied piece into the usual style and length of a blog post publihed by the company.

Historically, computer technology was augmented by manual processes, so system failure meant temporarily calling customers on the phone or filing paper records. But many of today's born-digital businesses work at scales not even big corporations have the staff or resources to operate manually.

The scalability of applications and services that lets you build a global company from desktops or mobile devices with only a few passionate people is possible thanks to the automation of digital technologies, but the flipside is that it leaves no tolerance for downtime. If one component fails, your whole business can grind to a halt.

And from the smallest SMB up to the biggest enterprise, the data and applications used to drive business are endlessly changing, malleable and mobile according to the needs of markets. Some processes can't be run on public clouds, some data is subject to regional privacy laws, some systems need the capability to pull and compute data from different places and it all has to stay online — all the time.

The optimal strategy for dealing with system downtime used to be strategies and protocols to keep it from happening, but today we live in a post-Trojan world where the best defense is the fastest possible business continuity plan. You should already have done the quantitative research on how much you stand to lose with each unit of time your systems or services are offline (to say nothing of the intangible but very real damage to your brand), and it should be sobering reading.

That makes your next task a comprehensive recovery program that's automated, actionable at a moment's notice and easy to initiate. But deciding whether to invest in on-premise infrastructure, take advantage of the pay-as-you-go economics of the public cloud or a hybrid approach of the two is complicated. You need a partner to help you select the best components of each to assure uptime when the worst happens.

At Veeam, we now offer the most user friendly and robust digital business continuity product in the market in version 10 of our flagship product, Veeam Availability Suite. And it's already proving itself among users. In one real world example, a customer had an application in an on-premise cloud build that was pulling application logic from a public cloud deployment elsewhere. When their internal data application suffered a critical failure, our system let their IT staff log in, right click to recover the application, workloads and integration points with the public cloud data back up, letting it continue right where it left off. They were back online in 15 minutes and you can be too when the worst happens ...or you can end up tomorrow's big (and very embarrassing) data breach news story. ■