

Simplify Disaster Recovery and Minimize Downtime

SimpliVity is the ideal choice for organizations seeking a simple, cost-effective and complete recovery solution.

Eliminate inefficient tiered storage architectures and special-purpose data backup, replication and recovery automation tools. Enable extremely low recovery point objectives (RPOs) and recovery time objectives (RTOs) with unsurpassed simplicity and economics.

Disaster Recovery Challenges

With the average cost of enterprise downtime exceeding \$8800 per minute¹, IT organizations must have robust disaster recovery (DR) and business continuity (BC) plans in place. Comprehensive disaster recovery plans are critical for mitigating risk, ensuring regulatory compliance and protecting applications and data in the event of system failures, malware outbreaks or catastrophes.

But many organizations lack a cohesive disaster recovery strategy. Furthermore, conventional DR schemes based on tiered storage architectures and stand-alone backup and recovery tools can't meet the stringent reliability and performance demands of today's virtualized mission-critical IT environments.

Common disaster recovery impediments include:

- **Performance constraints:** Conventional DR solutions and backup tools are notoriously inefficient—I/O, CPU and bandwidth-intensive—when it comes to backup and replication of virtualized workloads. Many IT organizations simply can't meet their recovery point/time objectives even after installing costly WAN optimization appliances.
- **Error-prone manual recovery procedures:** Traditional DR solutions are difficult to configure and automate. Manually intensive, time-consuming recovery processes often hinder service restoration efforts.
- **Excessive cost and complexity:** Managing disaster recovery within a fractured IT environment with diverse storage technologies and backup products is labor-intensive and inefficient. Each storage tier and backup solution features a distinct administrative interface and requires unique support, maintenance and licensing arrangements and vendor interactions.

- **Untested recovery plans:** Traditional DR solutions lack transparency and reporting, making it difficult to actually confirm your DR solution will perform as intended, should an actual disaster occur.

Why SimpliVity for DR?

SimpliVity hyperconverged infrastructure enables highly efficient, affordable and reliable disaster recovery. The flexible solution satisfies diverse financial goals and operational requirements. With SimpliVity, IT organizations no longer have to make difficult decisions about which applications to protect. SimpliVity provides simple, dependable and fast disaster recovery for all enterprise applications and workloads.

SimpliVity transforms the data center by incorporating all IT functions and data services below the hypervisor—including compute, storage, and built-in data efficiency and data protection—into commodity x86 building blocks. Designed to work with any hypervisor or industry-standard x86 server platform, the SimpliVity solution provides a single, shared resource pool across the entire IT stack, eliminating point products, siloed IT implementations and tiered storage architectures.

Key advantages of using SimpliVity for disaster recovery include:

- **Accelerated data efficiency:** SimpliVity performs hardware-assisted inline de-duplication, compression and optimization on all data at inception across all phases of the data lifecycle. By driving efficiencies at the point of origin, the solution minimizes I/O and network traffic, helping ensure DR effectiveness, even in bandwidth-constrained environments.
- **Built-in data protection:** SimpliVity's native data protection functionality enables rapid disaster recovery while eliminating special-purpose backup and recovery tools. Accelerated data efficiencies cut backup times from days or hours to minutes or seconds.
- **Automated disaster recovery:** SimpliVity's RapidDR solution eliminates time-consuming manual recovery processes and resource-intensive scripting efforts. Built-in testing and reporting capabilities allow your DR solution to easily be audited. The solution slashes RTOs, mitigates risks and helps ensure strict compliance with stringent DR regulations.

¹Cost of Data Center Outages, Ponemon Institute, January 2016.

- **Global unified management:** SimpliVity's VM-centric management eliminates manually intensive, error-prone administrative tasks. System administrators no longer manage LUNs and volumes; instead, they can quickly define policies, schedule backups and restore services using familiar management and orchestration tools such as VMware vCenter, VMware vRealize Automation, Cisco UCS Director and SimpliVity's RapidDR solution.
- **Flexible deployment options:** SimpliVity supports both on-premises and cloud-based backup. Customers can deploy SimpliVity hyperconverged infrastructure in a secondary data center for disaster recovery or use DR as a Service (DRaaS) solutions from authorized SimpliVity partners.

Customer Success Story

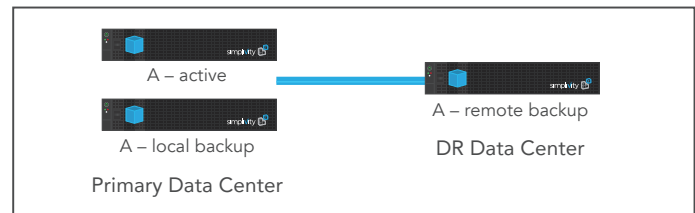
Merlin Entertainments uses SimpliVity to power and protect IT operations at its resort theme parks and midway attractions. Each site is backed up to a regional data center for disaster recovery. With SimpliVity, extended service outages and lost data are a thing of the past. Recently, when the company's revenue-critical contact center application failed, Merlin system administrators reverted to a previous working version in minutes, avoiding lost ticket sales and hotel bookings.

The SimpliVity solution dramatically reduced CAPEX and OPEX, enabling 25% three-year TCO savings for new sites. The solution slashed storage costs by eliminating IT sprawl and delivering 45:1 data efficiency. And it simplified ongoing operations—the global implementation is centrally administered by IT generalists, freeing up specialists for innovation.

"We have a 3TB file server in our California LEGOLAND property that used to take two full days to backup using EMC NetWorker. With SimpliVity we backup and restore that same server in under a minute."

– Sean Channon, Global Infrastructure Architect,
Merlin Entertainments

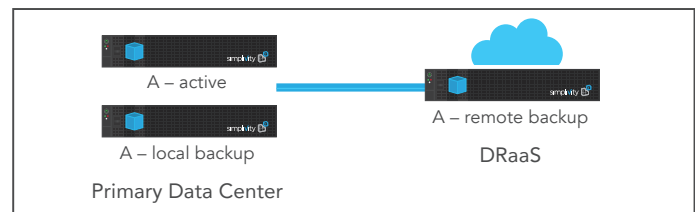
Flexible Deployment Model



DR Data Center Model



Distributed Data Center Model



Cloud DR Model

Summary

With SimpliVity's DR solution, IT leaders no longer have to make tough decisions about which applications to protect. SimpliVity provides simple, reliable and fast disaster recovery for all enterprise applications. SimpliVity RapidDR speeds up and simplifies the offsite recovery of virtualized workloads running on SimpliVity hyperconverged infrastructure through automation. And choice of on-premises or cloud-based models satisfies diverse business needs.

For more information, visit:

www.simplivity.com

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