



# Cloud-Based Disaster Recovery

from Leapfrog



Encrypted Data



Fast Recovery



Cost Control



Compliance Mgt.

Standalone cloud-based DR and DRaaS solutions that ensure availability of your applications and data without the expense of a secondary site.

LeapFROG®

# Recover Quickly From Disasters, Large and Small. Your Business Depends On It.



Leapfrog Services offers **cloud-based disaster recovery (DR)** as a standalone service to clients of every size.

Cloud and replication technologies have now advanced to the point of making disaster recovery as a service (DRaaS) an excellent option for organizations of all sizes, including large enterprises. With network transparency, rerouting ease, and better tools, DRaaS is no longer the tedious-but-necessary chore it used to be, and the subscription model eliminates the expense of a secondary site.

The timing is ideal. From all indications, targeted and global cyber events (including ransomware) will continue to get worse and happen more frequently. Leaders responsible for DR need automated offsite backups and recovery now more than ever. This is one of the many reasons CIOs are increasingly choosing cloud-based DR.

If your IT department does not maintain an updated, tested, monitored DR solution with verified backups that can be executed quickly, your organization is a much greater risk than those that do have solid DR. Disruptions can cost thousands of dollars per day (or hour), and your brand and even the organization itself may be on the line. Unfortunately, 43% of businesses that experience a disaster never reopen<sup>1</sup>.

Leapfrog has been providing cloud-based DR solutions to our managed service clients since 2003 and offsite DR replication solutions since our inception in 1998. We now offer DRaaS as an a la carte service, with as much or as little day-to-day management and execution tasks as your IT department requires.

If your IT team struggles to stay on top of DR while simultaneously working on projects that grow your business, Leapfrog offers cloud-based DR as a stand-alone service.

<sup>1</sup> <http://www.vmware.com/content/dam/digitalmarketing/vmware/en/pdf/vmware-ply-dr-anyWayyouwantit-infographic-en.pdf>



How fast can you get **back up and running** if your network goes down?

**The true test of your DR solution is how quickly you can fully recover.**

IT professionals know that having a ready-to-go replica of your critical apps and data along with a proven procedure for bringing them online fast is easier said than done, especially if your organization has complicated networking issues, a tight budget, or an IT team that stretched thin. Or all three.

IT departments struggle with traditional DR because:

- Setting up and maintaining a separate DR site is expensive and time-consuming
- Complex VPNs, custom rules, network overlaps and other network issues take time to work through
- Reconfiguring network routing to redirect data to cloud recovery sites is tedious
- Necessary tasks like DR testing and backup verification get back-burnered in favor of more urgent tasks
- Recovery Point Objectives (RPO) and Recovery Time Objectives (RTO) and other DR business requirements can be tough to determine and update as the business evolves
- Limited IT staff prefers to work on more interesting projects
- Lack of in-house DR expertise and actual DR execution experience compounds all of the above

And when disaster does strike, who will handle execution? Does your team know exactly what to do? Have they practiced enough? How will they perform under pressure?

Perhaps most importantly, if your location doesn't have power, how will your internal IT team execute your plan?

If a downtime event is not handled well due to poor in-house planning and prioritization, it could end up being a resume-generating event, or worse.

# DRaaS Simplifies DR, Reduces Costs and Offers Compelling Options



The **evolution of DR** expands its reach

The cloud-based DR that emerged over a decade ago allowed organizations to rent an allocation of CPU, RAM, storage and networking resources at a shared facility, eliminating the need for the duplicate site. This was a welcome option for SMBs but it didn't work for larger organizations with complex infrastructures and data volumes spread across disparate systems. For them, cloud-based DR was too complicated and expensive.

But as cloud and replication technologies have improved, choices have increased and costs have dropped. Now DRaaS is easier to configure and operate, and pricing is attractive rather than prohibitive. A recovery site no longer has to be designed using the same brands in the production site, and a recovery environment can be completely integrated so during an emergency employees don't have to change the way they work — the network can look and act as usual.

These improvements have made DRaaS a solid option for organizations that couldn't previously consider it. They also allow IT departments to rethink data management. In its recent report on modifying backup/recovery to improve data management and costs, Gartner recommends cloud services to modernize storage infrastructure and alleviate burdens on the data center<sup>2</sup>.

<sup>2</sup> Source: <https://www.gartner.com/doc/reprints?id=1-3YO0EZ8&ct=170424&st=sb>

# DRaaS 7 Benefits

Seven key **DRaaS benefits** cover all the bases



1. **Security.** The best DRaaS solutions encrypt data in transit and at rest, are physically secure, and enable IT teams to maintain data residency control. They are also ransomware resistant — modern ransomware targets backups that are connected to your network but third-party DRaaS solutions are not connected.



2. **Fast recovery.** You lose money and productivity every second your system is down. DRaaS enables you to restore normal operations in minutes — even failovers of an entire site or selected VMs can be completed from anywhere with just a few clicks.



3. **Cost control.** Building and maintaining a remote DR site is expensive and complex. DRaaS eliminates the need to run your own DR site with dedicated staff, reduces CapEx (capital expense) and provides predictable OpEx (operating expense) costs with pay-as-you-go pricing models. Costs are driven by the number of virtual servers and amount of storage being used, which is a much more cost-effective approach than doubling your infrastructure.



4. **Reliability.** The ability to leverage top-end data centers for DRaaS ensures your recovery environment will there when you need it. Tier 3 and Tier 4 data centers have fully redundant subsystems with multiple power feeds and uplinks.



5. **Compliance.** For organizations in regulated industries, DRaaS solutions provide the evidence-based management you need to prove that regulations are being met. They also offer automated testing capabilities that can greatly reduce the expense of running required failover tests.



6. **Simplicity.** Technology advances allow you to quickly and simply implement DRaaS. Managing backup and recovery is much easier than with traditional DR as well, whether handled by your IT team or outsourced to a managed service provider.



7. **Flexibility.** Rather than being constrained traditional DR, DRaaS allows you to activate virtual off-site resources on demand. And you can choose from a variety of recovery scopes, depending on the nature and severity of the disaster.

# DRaaS Adoption

## DRaaS adoption is growing — fast

DRaaS adoption continues to speed up. A recent 451 Research Market Monitor report estimates revenue for the DRaaS market will exceed \$1B in 2017, nearly doubling the market in 2014. Veeam Software learned from its recent data center availability survey of 760 enterprises that 70% of respondents said they had already invested in or planned to invest in DRaaS. Of the main business drivers for DRaaS adoption, the top two were lack of a DR site (80%) and lack of DR expertise (75%)<sup>3</sup>. (See figure below for additional responses).

In its recent DRaaS research, Wise Guy Reports concludes the rate of DRaaS implementation is growing rapidly in both small and large enterprises, but warns against compatibility of specific applications and not implementing the solution in the right manner<sup>4</sup>. IDC Research recommends that DRaaS suppliers should also be prepared to help DRaaS clients with other DR and business continuity requirements, including helping with risk analysis, migration planning and process development<sup>5</sup>.

Industries that use DRaaS and cloud-based DR solutions

- Financial Services
- Insurance
- Healthcare
- Real estate and real estate leasing
- Manufacturing
- Data processing
- Museums
- Government
- Legal
- Transportation
- Retail
- Media
- Electronic education
- Energy
- Companies with supply chain logistics
- Internet publishing and broadcasting
- High-end hospitality
- Repair and maintenance providers
- Telecommunications
- Research

## What are the top drivers pushing companies to consider DRaaS?



3 Source: Survey The DRaaS Opportunity: A view into the Disaster Recovery-as-a-Service market for service providers and resellers, Veeam®, July 2015  
 4 Source: <https://www.einpresswire.com/article/364590948/global-disaster-recovery-as-a-service-draas-market-2017-share-trend-segmentation-and-forecast-to-2022>  
 5 Source: <https://www.idc.com/getdoc.jsp?containerId=259816>

# Cloud-Based DR from Leapfrog: Ensuring IT Availability Has Never Been Easier



## **Stand-alone DR solutions** with near-instant recovery

DR planning, management, and execution are core Leapfrog capabilities. We design and manage our own secure, multi-tenant, cloud-based DR environments, and our experienced teams execute any and all DR activities ranging from recovering files to orchestrating complete data-center failovers. We've performed hundreds of successful recoveries.

Since our corporate philosophy centers around IT availability and risk management, we first learn about how IT functions in your business. From there we design, build and test your DR solution using the most appropriate tools that we've carefully selected from our vetted partners. Your solution will meet or exceed your Recovery Point Objective/Recovery Time Objective RPO/RTO targets and any other business-directed recoverability requirements. What it will not do is interfere with your network — advanced cloud-based DR can be completely standalone.

Our team will run your DRaaS solution as an outsourced service and, if you become a managed services client, we'll execute your DR plan as well.

## Designing your optimal solution begins with **understanding your business**

As with any other solution Leapfrog designs, we start by asking questions about how IT impacts your business operations, such as:

- How does the availability of standard information systems play a role in how you generate income or deliver services?
- What financial losses would you experience if your system were to go down for an hour? A day? A couple of days?
- How would significant data loss impact your operations?
- How might downtime damage your brand? What would it take to restore your reputation?
- How did you arrive at your current RPO/RTO target? Are you able to meet it?

These questions can be challenging to answer even for seasoned IT directors. Their focus is often solely on the technology rather than how the technology aligns with business objectives. We have found that most organizations underestimate their actual needs and potential losses.

# The world's best **cloud-based DR partners**

Leapfrog partners with the best DRaaS providers in the industry:

- [Veeam](#)
- [VMware](#)
- [Storage Craft](#)
- [Nimble Storage](#)
- [Microsoft Azure](#)
- [Amazon Web Services](#)

## Leapfrog's cloud-based solutions **simplify DR**

Based on your needs and infrastructure, our solutions architects will craft your optimal solution leveraging proven technology and services from our DR partners, including Veeam, VMware, Storage Craft, Nimble Storage, Microsoft and Amazon Web Services (AWS).

### **Hopper™**

The Hopper is ideal for organizations with straightforward IT. We started offering the Hopper in 2003 when cloud-based DR first became a good alternative to tape. Many of our clients love it now as much now as they did then. The Hopper:

- Replicates backups to the public cloud
- Uses network attached storage (NAS) technology to perform data backup at the block level
- Captures incremental backups after the base image is captured
- Includes an on-site and offsite backup
- Includes hands-on DR execution with a managed service contract

### **DRaaS**

DRaaS is a more robust offering that's fully integrated with a private-cloud recovery environment. DRaaS from Leapfrog:

- Runs in a private cloud — your own, ours or a third party private cloud
- Can be a combination of different solutions depending on your business objectives
- Provides secure asynchronous replication, failover, and failback
- Is monitored 24/7/365 — we inform you of any DR-related issues, including those we see on your end
- Is priced based on the number of platforms protected and amount of storage being used
- Includes an interface so you can manage and execute recoveries in-house
- Includes hands-on DR execution with a managed service contract

Leapfrog's clients range from firms whose networks can't go down for a single minute to those that can continue to do business even if their network goes down for a day or two.

# In the end, your DR solution is only as good as its execution



After a disaster, you'll need all the help you can get — it's all hands on deck. If you don't have enough hands, or hands with the right kind of experience, Leapfrog can execute DR plans for managed service clients. For clients with cloud-based DR as a standalone service, our experts work closely with the team that manages your infrastructure to make sure your backup delivers as planned.

If you are concerned about your team's ability to handle a catastrophic event, please let us now. Recovering from disasters isn't business-as-usual for most organizations, so staffing up and training to handle them isn't usually the best use of company resources. For these and other reasons, few organizations are truly prepared for an IT disaster.

**We can help. In the end, successful execution is everything.**

Find out how Leapfrog can help you **get DR under control**

Leapfrog designs and operates our outsourced, cloud-based DRaaS solutions in the same way we design and operate everything else — using proven tools and processes and following the highest industry standards. We do this while being extraordinarily helpful and friendly all along the way, especially when organizations are experiencing an IT vulnerability.

**Our cloud-based DR clients are relieved to have DR under control so they can focus on other things.**

If you'd like to learn more about how Leapfrog Services can help you solve your organization's DR challenges, please contact us at (404) 870-2122 or [Sales@leapfrogservices.com](mailto:Sales@leapfrogservices.com). For more about our [cloud services](#), [managed services](#) and [corporate philosophy](#), please visit our [website](#).



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