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# Leveraging the Cloud for Business Continuity and Disaster Recovery

Whether you define the “cloud” as your own private resource, as an MSP service offering or as a public cloud service like those offered by Microsoft (Windows Azure™), Amazon (Amazon Web Services™ (AWS)) and others—businesses today find high value in this emerging technology for many reasons. To start, using the cloud enables you to convert capital expenditure (CAPEX) to operating expenditure (OPEX) for organizations seeking ways to reduce CAPEX and better plan and manage their budgets. With a cloud solution, it organizations may be more agile and flexible when changing server and storage resources and may even be able to meet more demanding service-level agreements. Today, private and public clouds are used to support business continuity, disaster recovery (DR) and archiving strategies through a wide range of technologies including backup, recovery, replication and high availability. Don’t compromise! The CA ARCserve family of products provides total protection, recovery and availability of your systems, applications and data—whether they are deployed on-premise, off-premise or in the cloud.

## CHALLENGES

Guarding against the myriad of unplanned disruptions, outages and data loss is imperative in today’s tough economic and competitive climate. However, IT organizations have limited capital expenditure budgets and staffing resources to meet demanding service-level agreements and business continuity and disaster recovery strategies. In addition, many IT organizations don’t have the expertise or remote facilities for true disaster recovery planning.

## PRODUCT INFORMATION

The CA ARCserve Family of Products is the only solution that offers a full range of products from bare-metal restore to fully automatic failover for high availability. The CA ARCserve Family of Products delivers a complete strategy to manage backup, recovery and availability in data centers as well as in local and remote offices, whether they are deployed on-premise, off-premise, in the cloud—or in any combination of these. In addition, you get the built-in security that you need to help you to leverage the cloud.

## BENEFITS

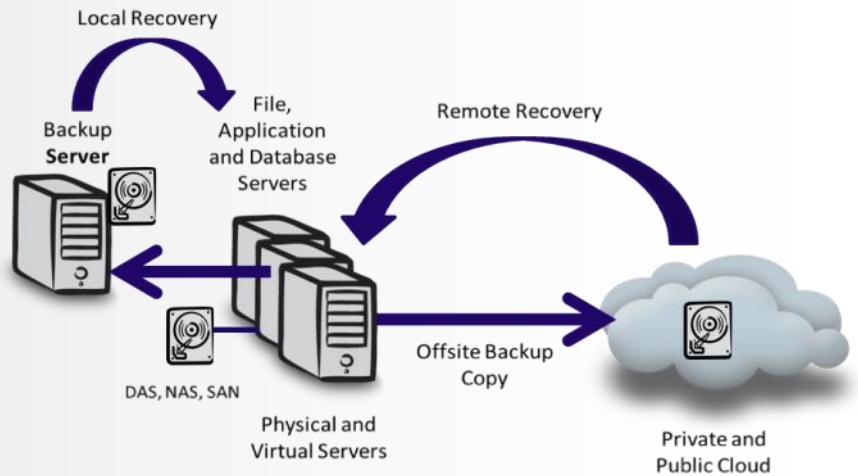
With the CA ARCserve Family of Products, you minimize system and application downtime and data loss that affects your top and bottom lines. This can range from sales, operations and customer service to employee productivity and reputation. Simple, remote, centralized deployment, management and reporting enables you to leverage the cloud and helps to maximize IT productivity. In this way, you can do more with less—all while reducing associated storage requirements and costs .

IT organizations face many challenges when planning business continuity and disaster recovery strategies. Having all the right tools is paramount to successful planning and implementation. Whether you have all the resources you need for an on-premise deployment or not, considering the cloud as an extension to your IT environment would make additional capital expenditure unnecessary, replacing CAPEX with the flexibility of your monthly OPEX budget. Using a cloud solution will help to refocus IT staffing resources from system deployment and maintenance to other initiatives that support business growth, and will provide fixed service-level agreements to your constituents. For organizations that do not have remote data centers or other facilities, the cloud could offer a cost-effective solution for remote facilities, systems and support that are necessary for true disaster recovery. The bottom line is that using the cloud as part of your IT infrastructure will make your organization more agile, flexible and scalable to meet business demands as your company grows and evolves over time.

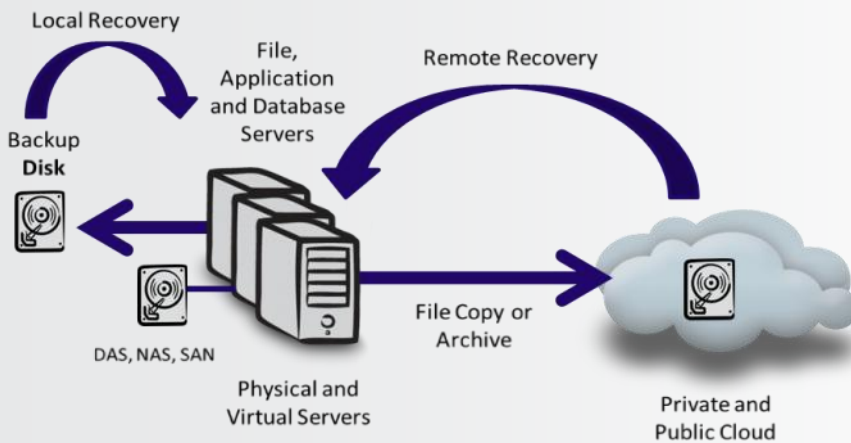
## The solution: The CA ARCserve Family of Products

The CA ARCserve Family of Products gives you control over your evolving business by delivering total protection, recovery and availability for your data center and local/remote office systems, applications and data. The CA ARCserve Family of Products is the only disaster recovery solution that offers a full range of products from bare-metal restore to fully automatic failover for high availability, whether they are deployed on-premise, off-premise or in the cloud. You get a complete strategy to manage backup, recovery and availability on Windows®, Linux® and UNIX® systems—deployed on physical and virtual servers.

Let's start with backup. Use **CA ARCserve® Backup** if you have a more complex environment such as mixed Windows, Linux, UNIX and Mac, or if you require disk-to-disk-to-tape or disk-to-disk-to-cloud backups and archiving for long-term and off-site storage. CA ARCserve Backup includes built-in data deduplication to reduce storage requirements by up to 95 percent. It also provides a dashboard with Storage Resource Manager (SRM) reporting and Infrastructure Visualization to help you proactively monitor your environment and avoid unplanned system outages and downtime. Now CA ARCserve Backup offers a built-in cloud connector to Amazon Web Services storage (Amazon Simple Storage Service (Amazon S3)) or integration with private clouds.



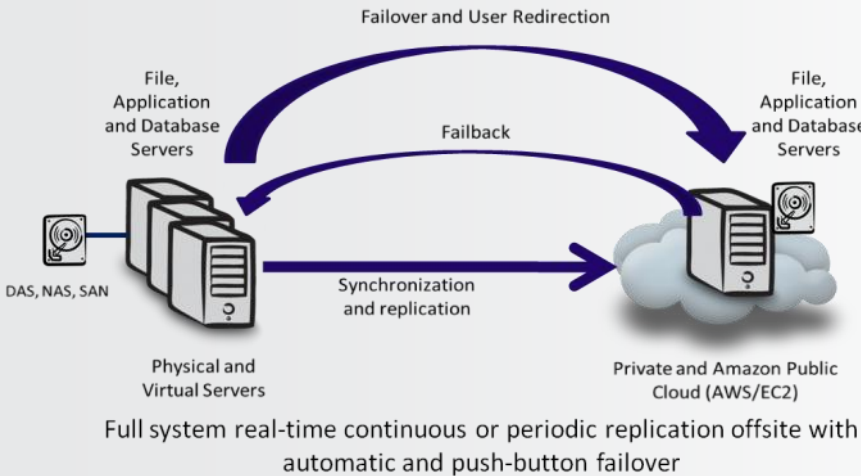
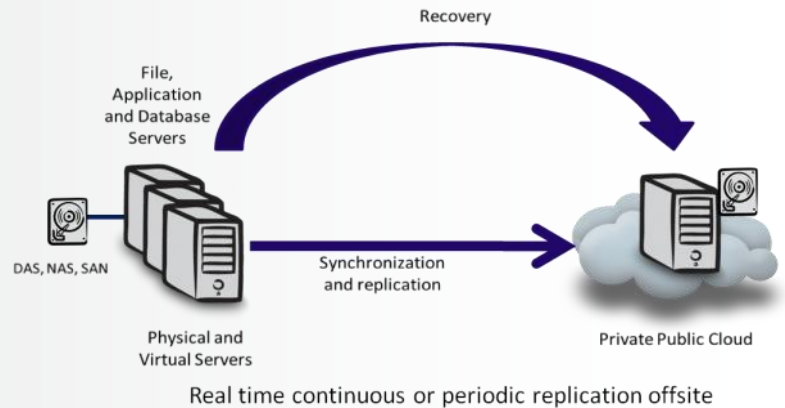
Just run a backup to disk for the fastest performance and then migrate that backup off-site to a private or public cloud for off-site data protection. You can choose to keep your disk backups available locally for fastest recovery, or delete them to reclaim local disk storage space and perform recovery right from the cloud.



**CA ARCserve® D2D** provides fast and easy backup to disk and is the only Windows-based backup solution that offers infinite, incremental backups, based on the I<sup>2</sup> technology™ from CA Technologies. This new backup methodology changes how backups are performed to significantly reduce backup and restore times as well as backup storage requirements. Now you can also protect all your workstations and laptops. CA ARCserve D2D can be managed from a central location with CA ARCserve®

Central Protection Manager, no matter where your servers and workstations reside. The new CA ARCserve® Central Host-Based VM Backup application simplifies protection of all VMware virtual servers on a VMware host while the new CA ARCserve® Central Virtual Standby application provides near-instantaneous recovery of any server as a VM. CA ARCserve D2D also includes cloud connectors that enable you to copy, migrate and archive important files to a private or public cloud such as Amazon Web Services storage (Amazon S3). This process uses the same infinite, incremental technology, so only file changes since the last copy are sent to the cloud. This provides virtually unlimited version control. Whether it's for the purposes of off-site disaster recovery or storage reduction, you can quickly and easily copy and restore files in and out of the cloud

To meet demanding disaster recovery strategies, most organizations need more than backup alone can provide. **CA ARCserve® Replication**, formerly known as CA XOssoft™ Replication, provides continuous data protection (CDP) for Windows, Linux and UNIX to complement periodic backups and snapshots. It includes Data Rewind to quickly and easily recover data after unplanned damage and loss, to meet even the most demanding recovery point objectives. You can perform real-time continuous or periodic replication to another server, whether it is on the local area network (LAN) or at any remote location such as a remote office, remote data center or DR site. Alternatively, you can replicate to a hosting service provider or a managed service provider (MSP) facility. Now CA ARCserve Replication includes integration with Amazon Elastic Compute Cloud (Amazon EC2), so you can even replicate Windows files and data directly to the cloud. In addition, CA ARCserve Replication provides a variety of wide area network (WAN) optimization features along with built-in 128-bit Secure Sockets Layer (SSL) encryption across the network.



For continuous system, application and data protection and availability, **CA ARCserve® High Availability**, formerly known as CA XOssoft™ High Availability, delivers all the features of CA ARCserve Replication and adds Windows real-time server and application monitoring with automatic and push-button failover and push-button failback to the cloud. Now you get integration with the Amazon cloud (AWS and Amazon EC2) for Windows Server®, and application and data high availability. With a cloud-based deployment, you get continuous availability and off-site protection to meet both business continuity and disaster recovery needs. Today, high-availability technology is no longer reserved for large enterprises. Now businesses of

all sizes can leverage this technology to protect critical servers, applications and data.

## The CA ARCserve Family of Products

**CA ARCserve Backup** goes beyond backup, giving businesses highly reliable data protection with centralized management that makes sense, no matter how complex your data or IT infrastructure is. CA ARCserve Backup offers all this at a fraction of the cost of the competition. Reduce your backup storage by up to 95 percent and regain precious time with the only product that combines data deduplication; integrated backup copy to cloud storage; granular restore of applications such as Active Directory®, Microsoft® Exchange and Microsoft SharePoint®; Infrastructure Visualization; and archiving—for both physical and virtual servers in a single package.<sup>1</sup> In addition, Synthetic full backups reduce backup windows while providing simple and fast recovery.

**CA ARCserve D2D** provides fast and easy backup to disk and is the only Windows-based backup solution that offers infinite, incremental (I<sub>2</sub>) backups and bare-metal restore—including to dissimilar hardware. This new backup methodology changes how backups are performed to significantly reduce backup and restore times and eliminate the inherent risks of tape devices and media. It also enables faster and more granular recovery points—up to every 15 minutes—speeding data recovery, either from local data on disk or remote data stored in the cloud. Centralized deployment, management and reporting reduce implementation and management effort and provide status information to you for increased peace of mind. The new **CA ARCserve Central Host-Based VM Backup** application for VMware virtual servers simplifies protection of all virtual servers on a physical host while the new **CA ARCserve Central Virtual Standby** application provides near-instantaneous recovery of any server as a VM. Companies that have an installed backup system can use CA ARCserve D2D to improve their recovery time and simplify server migrations.



**CA ARCserve® Central Applications** deliver greater integration and easily add new functionality across the CA ARCserve Family of Products for improved recovery time, reduced IT management workload and enhanced backup of your virtualized servers. **CA ARCserve Central Protection Manager** provides a centralized view and management of all servers and workstations that CA ARCserve D2D protects, reducing IT workload through simplified, policy-based administration. **CA ARCserve® Central Reporting** provides centralized reporting on all devices, settings and policies running on-premise and off-premise that are protected by CA ARCserve Backup and CA ARCserve D2D, so you can easily understand what is happening across your environment. **CA ARCserve Central Host-Based VM Backup** uses CA ARCserve D2D to protect a single VMware host environment, performing backup of all VMs via a single-pass backup without having to install CA ARCserve D2D inside each VM while providing granular recovery of VM data. Finally, **CA ARCserve Central Virtual Standby** makes CA ARCserve D2D backups available to run like regular VMware Virtual Machine Disk (VMDK) or Microsoft Virtual Hard Disk (VHD) virtual servers for near-instantaneous recovery of any server as a VM.

**CA ARCserve Replication**, formerly known as CA XOsoft Replication, provides continuous data protection for Windows, Linux and UNIX systems on physical and virtual systems. You get an easy way to migrate and copy data between servers and locations, as well as between remote offices, and a central site for backup and archiving. It delivers LAN and WAN continuous and periodic replication, whether on-premise, off-premise or in the cloud. You get Data Rewind for continuous data protection (CDP) to complement any periodic backup solution, helping to speed recovery and minimize data loss. Only CA ARCserve Replication offers offline synchronization, multi-stream replication, bandwidth throttling and multiple replication options to help balance network resources with your desired level of protection.

**CA ARCserve High Availability**, formerly known as CA XOsoft High Availability, includes all the features of CA ARCserve Replication and adds continuous system, application and data availability for your critical systems. It provides server and application monitoring, automatic and push-button failover and push-button failback to reduce risk to your sales, service, operations, employee productivity and reputation. Unlike other high-availability solutions, CA ARCserve High Availability does not require any cluster architecture or additional “witness servers” and responds to issues at the server and application levels to make sure that IT resources are available when they are needed. Only CA ARCserve High Availability offers offline synchronization to speed deployment with large Windows data sets and databases, and a unified, web-based management service.

## Benefits

Leveraging the CA ARCserve Family of Products helps to ensure the protection and availability of your data center and local/remote office systems, applications and data on which your business or organization depends. Benefits include:

- On-premise, off-premise and cloud deployment—or any combination for flexibility.
- Easier and faster backup and restore for physical and virtual servers with reduced storage costs.
- High availability for critical systems, applications and data to help mitigate the risk of system downtime.
- Centralized and automated management so that your IT staff can do more with less.