

# Ease Customers into Cloud Solutions with BaaS, DRaaS and Cloud Business Continuity

Ensure your customer's businesses aren't vulnerable or at risk to interruption in business operations.

Start providing cloud "as a service" solutions like Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS) and Business Continuity (BCaaS). Not only are these incredibly effective in making sure your clients' business operations are protected and uninterrupted, they're easy avenues to help ease, sometimes otherwise hesitant, business owners into moving over to a cloud solution model.

## OVERVIEW OF SUGGESTED SERVICES



### Backup as a Service (BaaS)

An alternative to centralized on or off-premise solution, that you have to manually manage, BaaS helps companies remotely manage, maintain and update where data is stored in a private, public or hybrid cloud environment.

**Benefits include:** No need for IT people to manage data environment, better security through secure and encrypted servers, back-up is accessible anywhere with an internet connection, no longer susceptible to theft, flooding or fire, and it's cost effective.



### Disaster Recovery as a Service (DRaaS)

In addition to the preservation of files or databases, DRaaS also includes the recovery of applications. DRaaS gives you a working system after disaster strikes, allowing infrastructure or most critical applications to be up and running on an agreed upon timeframe with Provider.

**Benefits include:** Instantaneous failover and failback, non-disruptive tests, multi-tiered security, on-demand consultation, transition to OpEx and reduction of costs, payment for only CPU and RAM used during a disaster, low recovery times.

More than **40 percent** of businesses will never reopen after a major natural disaster, according to the U.S. Federal Emergency Management Agency. Among those that do, roughly 70 percent last only two years.



### Business Continuity as a Service (BCaaS)

Traditionally, Business Continuity has been seen as an expensive insurance policy. Now, Providers are rolling out BCaaS as a separate managed service product, where customer receive a BC expert to help monitor, assess and update planning. Just because files/databases and applications are stored and recovered, and then worked on to be up and running doesn't mean that business doesn't slow down or you haven't lost something. BCaaS empowers businesses to immediately continue operating.

**Benefits include:** mitigation of production downtime- non interrupted, free data flow for optimum productivity, accessibility: more providers are offering this solution so even remote business have options for services that fit their business, you only pay for services you use, easy backup and easy data restore.

According to a recent Gartner report, 43% of companies were put out of business by a major loss of computer records and only **6% of companies can survive a major data loss.**