

# Your business continuity and disaster recovery strategy needs a rethink

## Key Benefits

- Available as a service from Cohesity
- Simple, fast recovery for when you need it most
- Simplify disaster recovery operations
- Ensure business continuity
- Avoid downtime and data loss
- Quickly and flexibly enable application and data recovery
- Reduce TCO

Advanced preparation makes the difference between recovery and catastrophe when an extraordinary outage occurs—whether that's due to a natural disaster, a cyberattack, or a human error. Yet only three out of ten organizations recently surveyed<sup>1</sup> feel “very prepared” to recover their IT services in the event of a site failure or disaster.

One of the underlying reasons for this low confidence in disaster recovery strategies is due to reliance on a patchwork of legacy products. They focus on protecting specific tiers of applications and meeting particular service levels, while today's apps have varying service levels that span not only tiers but also on-premises and public cloud environments.

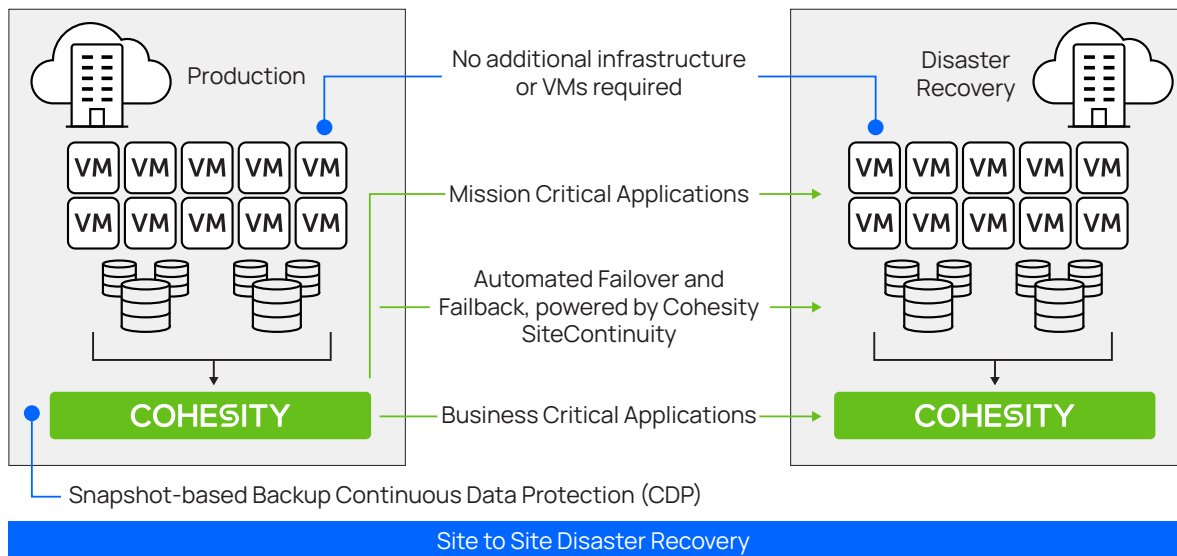
Dependence on different—and often multiple—point products for backup, continuous data protection, and automated disaster recovery results in a complex IT environment that is difficult to manage and makes it harder to easily conduct regular testing. Increased IT complexity also leads to increased downtime and data loss as well as increased TCO. In an ideal world, much of this can be simplified with an as a service model.

Such fragmented architecture is ill-equipped to address 24x7x365 operational requirements. To accelerate digital transformation, your organization needs a better approach to business continuity and disaster recovery (BCDR)—one that you can trust to avoid downtime and eliminate data loss.

## A unified, policy-driven approach simplifies BCDR

Creating a strategy that embraces the shift toward cloud is becoming a vital aspect of modern DR. Planning, maintenance, and testing are also critical to being properly prepared to cope with a disaster, reports Forrester.<sup>1</sup> As you continue forward with IT infrastructure modernization, adding a BCDR solution that unifies backup and automates DR in a single solution can boost your preparedness. Cohesity simplifies BCDR by converging snapshot-based backup, continuous data protection, and automating DR failover and failback orchestration across business-critical applications, service levels, and environments with near-zero downtime and no data loss. And this entire data resiliency stack can be deployed in any datacenter or consumed as a cloud service.

<sup>1</sup>Forrester Research. “The State of Disaster Preparedness in 2020,” August 24, 2020



## Ensure continuity with automated DR

Because attackers, disasters, and human errors are unpredictable, your application and data recovery solution must always be ready for the worst-case scenario. Cohesity SiteContinuity delivers always-on accessibility without adding IT silos, operational complexity, or costs. It improves your business continuity and accelerate business resiliency with Cohesity.

## Simplify operations

Eliminate the time-consuming management of legacy DR point products. Simplify IT and BCDR operations with a unified policy framework that protects your applications and data—across tiers, service levels, and environments—both on premises and in the cloud. Cohesity features unified journal-based continuous data protection and automated DR, saving your IT staff from managing disparate infrastructure silos and continually spinning up new virtual machines (VMs).

## Avoid downtime and data loss

Mitigate risk to your enterprise—from unforeseeable events such as ransomware—with automated failover and failback orchestration as well as non-disruptive testing at scale in your data management platform.

## Quickly and flexibly recover

The unified policy framework of Cohesity SiteContinuity gives you the flexibility to restore your critical applications and data to any point in time and location. Choose to recover data from years ago or just seconds before the unexpected happened. Meet your recovery SLAs and ensure business resiliency.

## Lower total cost of ownership

Cut unnecessary hardware purchases and IT maintenance tasks out of your DR operations and lower your TCO. Cohesity SiteContinuity eliminates siloed infrastructure by supporting the recovery of all your applications. It reduces storage costs and optimizes bandwidth with deduplication and compression. It also lowers your vulnerability and improves your sustainability by reducing your data footprint.

## Choice of location and consumption models

Get ultimate flexibility with Cohesity DR solutions. Whether you need replicate and fail over site to site or site to cloud over homogeneous or heterogeneous environments, we got you covered.

Learn more at [cohesity.com/disaster-recovery](https://cohesity.com/disaster-recovery)

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COHESITY.com | 1-855-926-4374 | 2625 Augustine Dr., Santa Clara, CA 95054

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