A GUIDE TO
Business Continuity Planning and Disaster Recovery Solutions

UNITEDLAYER
Hybrid Hosting Experts

Content

Introduction

Business continuity and disaster recovery must be key parts of a company's overall planning process. Disaster events are unpredictable; it is crucial to take a proactive approach in the overall planning before it is too late.

Failure in any part of your business process can translate to a loss of revenue; a situation no business wants to be in. However, with a clear and well-thought-out business continuity and disaster recovery plan, your business can do everything in its power to mitigate the risks and minimize time to full recovery.

This paper gives you a simple outline of business continuity planning. We'll start with a brief description on the types of events that can affect continuous operation of your business. We'll then shift to IT considerations, offering solid advice for protecting your organization's critical technology assets. Finally, we will discuss how managed solutions can help streamline disaster recovery processes and minimize the burden on internal IT resources.

BUSINESS CONTINUITY PLANNING

- Critical Systems Identification
- Business Continuity Drills

HR, IT, POWER, TELECOM, LOGISTICS

- Managed Services

DISASTER RECOVERY HIGH AVAILABILITY ARCHIVAL

- Availability, Backup, Archival and Recovery Services

UnitedLayer operates more than 40,000 sq ft of managed space at 200 Paul Avenue in San Francisco. We are a 24x7x365 operation that can offer flexible and tailored solutions to meet your IT requirements.

Identify Potential Threats and Vulnerabilities

The first step in preparing your business for a disaster is identifying the potential threats, such as:

- Natural and localized disasters, such as earthquakes, floods, tornadoes, and fires

- Failure of IT systems, such as the network, file servers, and software applications

- Power outages, such as utility failures

- Human threats, such as sabotage, virus attacks, terrorism, and other crimes

A business continuity plan takes into account such events and identifies issues that are absolutely critical for maintaining the essential operations to run your business. The plan should also take into account tangible and non-tangible costs your business may need to cover during a failure event.

Business Continuity Planning

A business continuity plan encompasses not only IT, but also takes into account other functions of the business, such as staff and facilities. **A business continuity plan asks the question:** *If there is an interruption to regular business processes, what is needed to keep the business going?* **Look at everything that your business needs to stay operational, IT and beyond.**

During the planning process, it is also helpful to list business functions in order of importance. Identify the functions that can result in the greatest financial loss to your business if they were to fail. *Which ones have the greatest impact on the service you provide your customers?* Ensure functions that have the greatest impact receive the most attention.

> Determine critical systems that require uptime and establish their Recovery Time Objective (RTO) and Recovery Point Objectives (RPO).
>
> *-IDG Research Services, 2014*

UnitedLayer stays abreast of the latest technologies and best practices. Count on UnitedLayer to be a strong partner for your Business Continuity plans.

Tips For Protecting Your Business

There are many IT considerations when it comes to disaster recovery. The partnership between your business continuity and disaster recovery processes will vary for every business. However, there are some general tips applicable to most companies:

+ Organize a business continuity committee to be in charge of creating the disaster recovery plan, as well as executing and evaluating as necessary.

    – Ensure that other parts of the organization, including the IT team and any Managed Services Providers, are involved.

    – Determine critical systems that require very high uptime, and evaluate them with respect to how they affect financial, PR, and other relevant criteria.

+ Establish a Recovery Time Objective (RTO) and Recovery Point Objective (RPO) for any IT systems identified during this process.

+ Plan, schedule, and execute drills to identify and incorporate any ongoing process changes or evolving business realities.

When it comes to disaster recovery, there are also some IT-related matters to consider:

Maintain adequate IT operations staff to handle the IT requirements during a disaster event.

To offset larger disasters, such as earthquakes or hurricanes, ensure that you are not depending on one geographic location. Establish backups in at least one other geographic location.

To protect against inadvertent virus infections that might affect your primary and secondary backups, or for any compliance or regulatory requirements, an archival solution such as a tape or virtual tape backup will be necessary.

Maintain the ability to remotely manage your crucial data and functions.

THERE'S A LOT TO THINK
ABOUT WHEN IT COMES TO
DISASTER RECOVERY
**Just Do It Before Disaster
Strikes. UnitedLayer DR
Managed Services Can Help.**

How A Managed Services Provider Can Help

There are many IT considerations when it comes to disaster recovery. Partnering with a Managed Services Provider is often advantageous because you ensure that your data is well protected. You're also likely to save money by outsourcing to specialists who can recommend best practices and have already made significant investments in reliable, redundant, and monitored systems.

Here are some key ways that a Managed Services Provider can benefit your business:

- Modern Tier-3 comparable data centers used by reputable service providers are designed and built with the backup infrastructure required to allow them to operate on a standalone basis, even after a disastrous event has occurred.

- Typically, a Managed Services Provider is organized to operate in a robust manner from locations that are geographically diverse. If disaster strikes in one location, your outsourced Managed Services team will have planned for such an event and will be able to retrieve your data from another location.

- A Managed Services team already understands the need for maintaining critical systems and redundancy as they rely on their own network for availability.

- The best Managed Services Providers stay abreast of the latest technologies and best practices, and they will use that expertise to bolster the effectiveness of your own continuity plan.
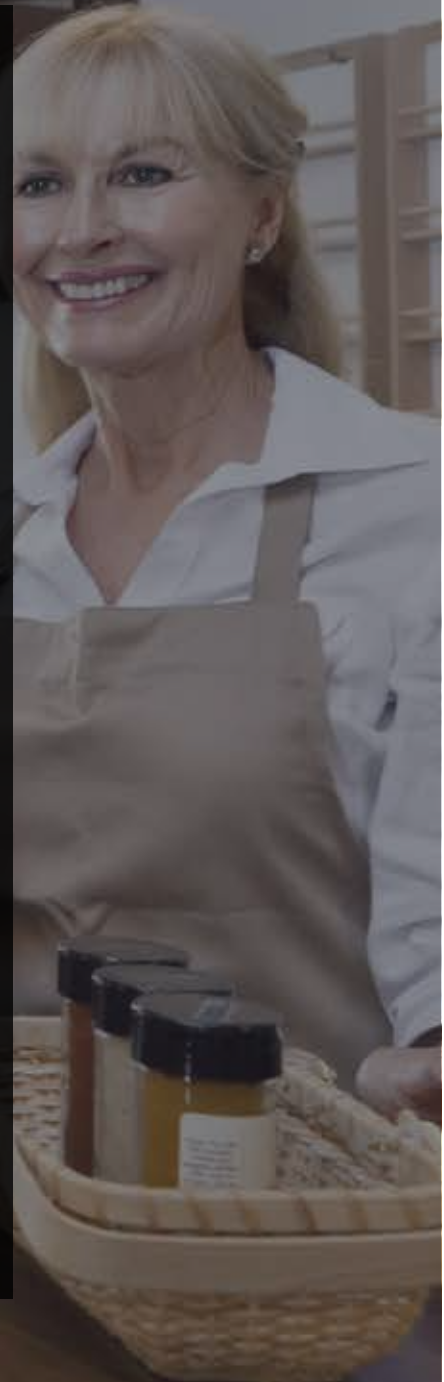
UNITEDLAYER DISASTER RECOVERY SOLUTIONS
One Partner, Endless Capabilities

As a premier Managed Services Provider, UnitedLayer can help ensure that your critical IT functions are protected and safe.

At UnitedLayer, we understand your data is one of the most crucial assets of your business. Let us help you protect your technology assets in the event of any disaster. Our managed services team will:

+ Participate in your business continuity planning process and help your business define parts of your plan, such as Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs).

+ Augment your IT staff during critical events by leveraging our IT staff, who are available 24x7x365.

+ Schedule periodic drills to ensure that your disaster plan is both effective and kept up-to-date with your evolving business needs.

+ Leverage our Tier-3 data centers geographically dispersed in San Francisco, Los Angeles, Las Vegas, Ashburn, Toronto and Vancouver. If your primary location goes down for any reason, a secondary location will ensure that all data is backed up and available.

+ Allow you to take advantage of a robust IT infrastructure and network to continue to operate despite any local failures in terms of localized power, natural disasters, or other unforeseen events and threats.

All UnitedLayer systems are constantly monitored. Reports are issued on an ongoing basis to ensure that any potential trouble spots are dealt with immediately.

We are committed to keeping your servers fully operational and always available with around-the- clock service and support. Our team will alleviate the task-intensive and time consuming installation process. In addition, our team can perform simple troubleshooting or maintenance tasks 24x7x365.

Disaster Recovery Solutions from UnitedLayer Include:

+ Comprehensive audits of your business operations and data center

+ Redundancy across our Tier-3 data centers in multiple geographies: San Francisco, Los Angeles, Las Vegas, Virginia, Toronto and Vancouver

+ Network architecture to meet your security, performance, and cost goals

+ Ability to replicate your expensive EMC and NetApp filers to cost-effective storage systems

+ Tape Backup, Rotation, Vaulting, and Recovery Services

+ Comprehensive recovery drills

Key Takeaway

When it comes to disaster recovery planning for your business, ensure that you understand the potential threats, and have a plan in place to deal with them. Get your IT resources on board and don't go it alone. Enlist a Managed Services Provider to increase the value of your team and plan.

UnitedLayer: One Partner. Endless Capabilities.

UnitedLayer is the Hybrid Hosting Expert, providing secure enterprise-grade Cloud, Disaster Recovery, and Colocation solutions. UnitedLayer brings over 13 years of expertise, technology and knowledge in enabling agility to enterprises, SMBs, government agencies and startsup through hybrid hosting solutions - providing unified access, management and monitoring of multiple disparate infrastructures.

Our customers include The City and County of San Francisco, Wikipedia, Diamond Foods, The Exploratorium, AT&T, Level3, and NEC. Headquartered at 200 Paul in San Francisco, UnitedLayer is one of the most networked Internet points of presence in the world. We operate a dual-stacked, high-performance, nationwide IPv4/IPv6 network backbone, and all of our services are backed by high-touch fully-managed 24/7/365 support.

UnitedLayer currently operates six data centers in North America – in San Francisco, Los Angeles, Las Vegas, Ashburn, Toronto and Vancouver, Canada – with numerous additional networking POPs.

UNITEDLAYER

One Partner. Endless Capabilities.

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