

CUSTOMER SUCCESS STORY

Peak season protected, off-season not paid for.

A retailer's DR cost the same in February as in November, while its risk did not. **UPC DRaaS** matched the commercial model to a business that is genuinely seasonal.

Peak is the risk

For omnichannel retail, downtime cost is not constant. An hour lost in peak trading is worth many multiples of an hour lost in a quiet week — but conventional DR charges identically for both, which distorts every protection decision.

THE SITUATION

A flat cost against a seasonal risk

The retailer ran e-commerce, order management, and store systems with a standing DR estate sized for peak:

- **Sized for November, paid for in February.** Standby matched peak demand and sat underused most of the year.
- **Peak change freezes blocked testing.** When DR mattered most was when nobody would authorise a drill.
- **Store systems were out of scope.** Protecting them at peak-sized cost was never approved.
- **Recovery assumptions were untested** at the scale that actually mattered.

THE DECISION

Pay for readiness continuously, capacity on demand

The retailer moved to warm replication across the full estate with compute invoked on activation — so readiness is constant while the expensive part scales only when a drill or an incident calls for it.

“Our risk triples in the fourth quarter and our DR invoice never moved. Paying for peak capacity in February was the clearest waste in my infrastructure budget.”

— DIRECTOR OF INFRASTRUCTURE

DEPLOYMENT SNAPSHOT

SECTOR

Omnichannel retail group

WORKLOADS

E-commerce · OMS · Store systems · Analytics

TIERS

Platinum e-commerce; Gold stores; Silver analytics

TOPOLOGY

Active-Active e-commerce; Active-Replicated analytics

MODEL

Pay-on-Activation with seasonal drill schedule

TESTING

Pre-peak drill each year at full scale

BACKUP

Multi-cloud backup with centralized policy

SUPPORT

24x7 monitoring and expert support

HOW IT WAS DELIVERED

Tiering

E-commerce and order management on **Platinum**; store systems on Gold; analytics and reporting on **Active-Replicated** cold storage at the lowest cost point.

Seasonality

Readiness is continuous, but the compute for a **full-scale pre-peak drill** is invoked and released — so testing at peak scale costs the drill, not the year.

Coverage

Store systems moved into scope on Gold, which the flat peak-sized model had never made affordable.

Operations

Centralized backup policy, multi-cloud backup, configurable alerting, and 24x7 monitoring across all tiers.

WHAT CHANGED

BEFORE UPC DRAAS

- Standby sized for **peak**, paid for all year
- No drill during the season that mattered most
- Store systems excluded on cost grounds
- Recovery untested at peak scale
- DR invoice identical in February and November

WITH UPC DRAAS

- Readiness continuous, **capacity on demand**
- Full-scale drill run ahead of every peak
- Store systems protected on Gold
- Recovery **proven at the scale that matters**
- Cost aligned to when risk actually rises

WHERE THE CHANGE CAME FROM

Cost followed the risk curve

Separating continuous readiness from on-demand compute let the commercial model track a business that is genuinely seasonal.

Testing at peak scale

A pre-peak drill at full capacity became affordable, which is the only test that tells the retailer anything useful about November.

Scope widened at the edges

Store systems entered the plan because Gold-tier protection no longer carried peak-sized standby cost.

WHY THIS MATTERS IN RETAIL

Capabilities doing the work in this deployment:

Platinum e-commerce

Active-Active topology

Active-Replicated analytics

Pre-peak full-scale drills

Multi-cloud backup

Centralized backup policy

24x7 monitoring

Elastic cost model

BOTTOM LINE

UPC DRaaS aligned disaster-recovery cost with a seasonal risk profile, and made a peak-scale drill affordable for the first time.

Let's build your **continuity plan**.

Speak with a specialist, or ask us to model your RPO/RTO tiers and DR cost.

UPC DRaaS™
UNITEDLAYER.COM



EMAIL
contact@unitedlayer.com



PHONE
[+1-888-853-7733](tel:+1-888-853-7733)



X
x.com/unitedlayer



LINKEDIN
linkedin.com/company/unitedlayer