

# Elevating Disaster Recovery to Strategic Business Initiatives

*A whiteboarding approach to:  
Mapping organizational recoverability to  
real business value through  
Integrated Recovery Management*

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Major International bank unable to rollback software to enable web transactions after a software failure.

*Industry analyst: "There is a brand and reputational risk here."*

Major online clothing retailer lost millions of dollars in missed revenues, and countless millions in brand damage...all because of poorly-developed backup strategies, and lack of testing and auditing.

*Fully replicated shop, by the way!*

Large Asian Bank with the most sophisticated of technology is down for more the eight hours.

*Deletion within multi-site replication spreads quickly, so where do you restore from???*



RISK

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RISK

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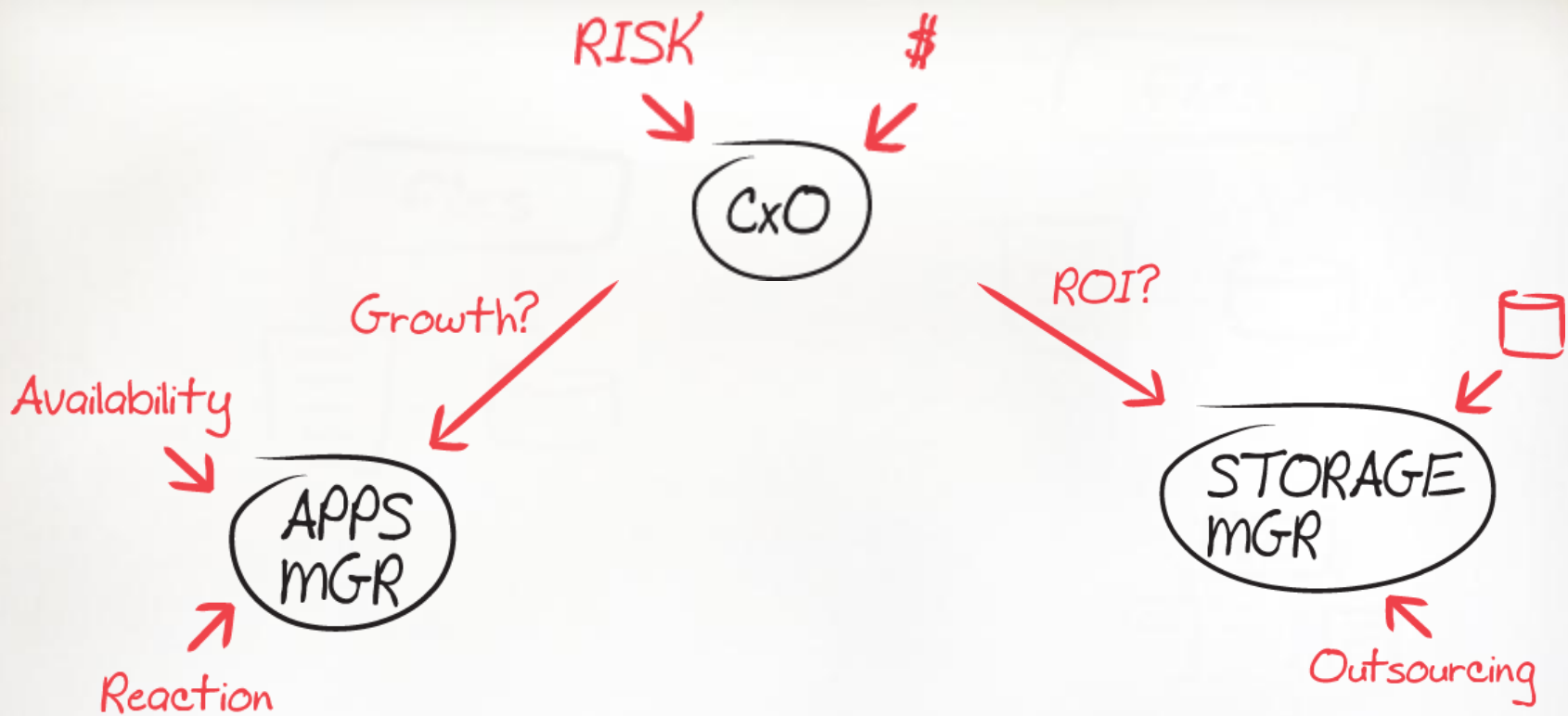


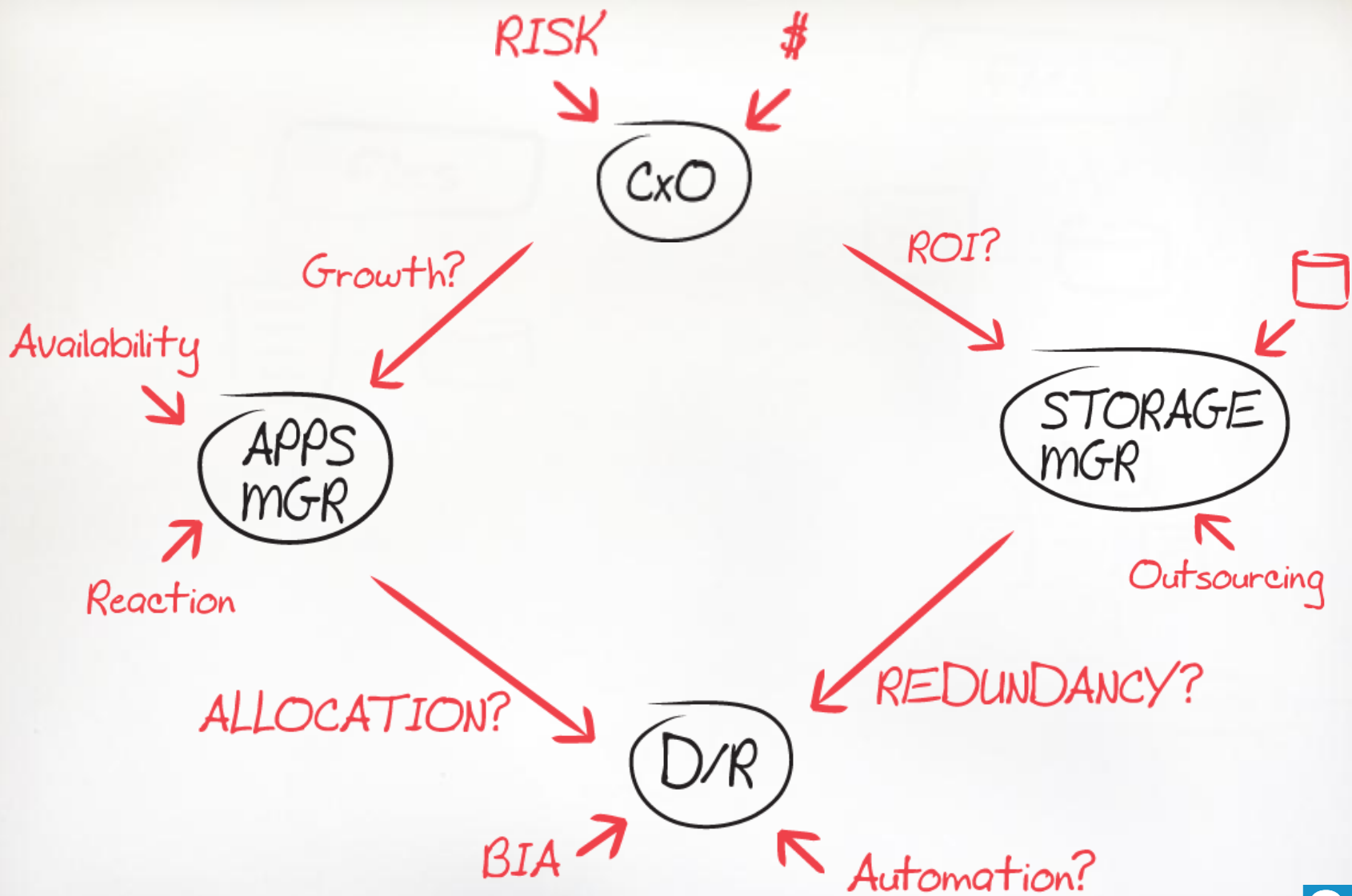
Growth?

Availability



Reaction















# A Focused Approach and Process to Recovery

- Integrate application and storage processes into a comprehensive recovery management initiative
- Continuously monitor and test business process, application restore capabilities and data readiness
- Manage based on the requirements of business-critical processes and associated data and applications

# Thank you!

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***October 12, 2011 11am EDT***

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