



Leverage the cloud for your disaster recovery strategy

Prepare for unexpected events to help ensure consistent data flow



Maintaining business continuity is your highest priority

In today's commercial landscape, business continuity depends on the efficient, uninterrupted flow of data across the organization – from operations to sales to fulfillment.

Even a brief lapse in workload continuity can mean thousands of lost sales opportunities, disruption to production, and compromised customer trust.

The causes of those lapses can range from natural disasters to mechanical failure or human error. You need a data platform and a proactive disaster recovery (DR) strategy that will help you stay up and running in the event that your physical infrastructure is unavailable for any length of time.

BUSINESS CONTINUITY

Fulfilling orders, providing a high level of customer service, and keeping consumers engaged all depend on the efficient, uninterrupted flow of data throughout your organization.

CUSTOMER TRUST

Above all, protecting customer data—especially personally identifiable information (PII)—is critical for retaining the trust of those who buy and rely on your products or services.

In this eBook, learn how you can identify and implement a DR approach that is tailored to your business model and specific needs.

Expect the unexpected



NATURAL DISASTER

Storms can cause flooding that destroys physical IT environments or shuts down substations, leaving server racks without power. When Hurricane Harvey struck Houston in 2017, power outages caused billions in lost business due to lapses in continuity and physical damage. IT resilience specialists took an important lesson: It's essential to prepare for every possible disaster scenario, covering a range of magnitudes and durations. According to Gartner¹, figuring out what the most vital business functions are and how much money you will need to protect them is key.



RANSOMWARE

The WannaCry ransomware attack of 2017 infected over 200,000 computers across 150 countries worldwide. The following year, a new variant of WannaCry forced a global chip manufacturer to shutter its most advanced production facilities. With sensitive data at stake, you never want to lose the ability to access your own servers. A proactive strategy for protecting data against hackers has become a cornerstone of maintaining customer trust.



DATA CORRUPTION

It's a harsh reality that physical servers can suddenly fail due to mechanical issues or human error. Getting them back online can be a matter of minutes or—in extreme examples—weeks. Having a plan in place to keep your business running as usual during such an outage is critical.

¹ <https://www.gartner.com/smarterwithgartner/disaster-preparedness-enable-business-continuity-via-a-business-impact-analysis/>

Protect your data by moving to the cloud

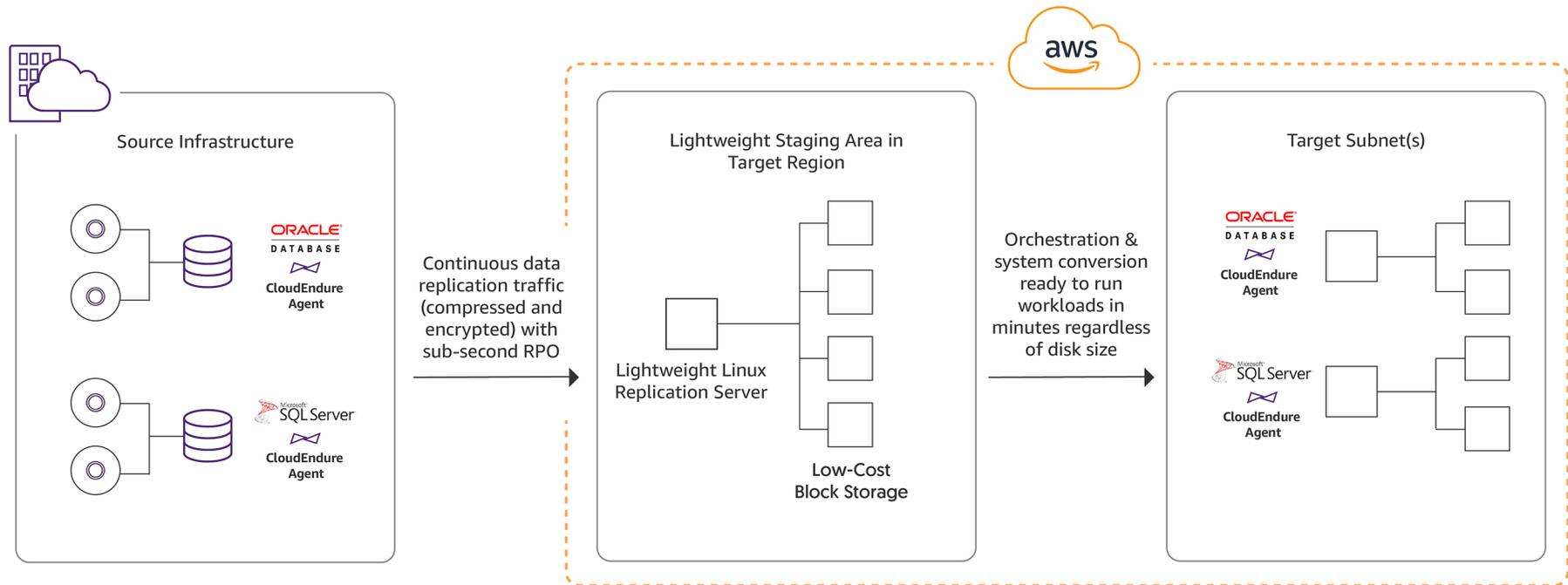
Businesses of all sizes are using Amazon Web Services (AWS) to enable faster disaster recovery of their critical IT systems without incurring the infrastructure expense of a second physical site. AWS supports many DR architectures, from those built for smaller workloads to enterprise solutions that enable rapid failover at scale. AWS provides a set of cloud-based DR services that enable fast recovery of your IT infrastructure and data.

Available on AWS Marketplace, CloudEndure is a Software-as-a-Service (SaaS) solution that optimizes and automates AWS services like Amazon S3 and Amazon EC2 for DR. Using continuous data replication, automated orchestration of target environments, and other innovative features, CloudEndure offers the following benefits:

- **Significant savings** on total cost of ownership (TCO) compared to traditional disaster recovery solutions
- **Sub-second Recovery Point Objectives (RPOs) and Recovery Time Objectives (RTOs)** of minutes
- **Support for all application types**, including databases and other write-intensive workloads
- **Point-in-time recovery**, enabling failover to earlier versions of replicated servers
- **One-click failback**, restoring operations to source servers automatically



DISASTER RECOVERY ARCHITECTURE



Adopt a DR strategy tailored to your business needs

Leveraging CloudEndure's innovative approach with the elasticity of AWS storage services, you can protect your data according to your business-specific requirements.



ABOUT CLOUDENDURE

CloudEndure provides reliable business continuity solutions that prevent data loss and downtime due to human errors, network failures, external threats, or any other disruptions.

[CloudEndure Disaster Recovery
in AWS Marketplace](#) 