

Backup and Disaster Recovery help our customers:

1. Limiting downtime: avoiding productivity, finance, and compliance risks.
2. Reducing Costs: no secondary sites to maintain.
3. Managing complexity: centralizing Azure management and automation capabilities
4. Ensuring Compliance: Regulatory and compliance demands are met with data protection
5. Scaling protection: Continuity at achievable for all workloads at an affordable price

Key Messages: Backup and Archive

Protect your data and applications no matter where they reside to avoid costly business interruptions or to meet compliance requirements. Securely extend your on-premises backup storage and data archiving solutions to the cloud—reducing cost and complexity, while achieving efficiency and scalability.

**Increase Capacity while reducing costs** Keep pace with the exponential growth of your enterprise data while lowering deployment and management costs. With a low-cost, massively-scalable, tiered backup storage solution in the cloud, you’ll reduce forecasting risks while transforming capital expenditure commitments to a pay-as-you-go cloud model.

**Get hassle-free backup and data archiving** Improve your organization’s productivity by spending less time managing and maintaining your on-premises backup storage infrastructure and software. Simplify backup and data archiving with backup-as-a-service and hybrid storage solutions that easily restore data and applications from the cloud.

**Rest assured your compliance goals are met** Take advantage of policies designed to meet your business or regulatory compliance requirements. Benefit from the most comprehensive compliance portfolio available, get more than 99 years of retention for your backup data, and pick any Azure region around the globe for your backup and archive location.

**Keep remote and branch offices running smoothly** Move your backup storage to the cloud to save on infrastructure investments for remote and branch offices. Replace expensive intranets with low-cost internet and archive data in your preferred Azure datacenter region across the globe, so that your data is close to your branch office—maintaining enterprise-grade security for data in transit and at rest.

Key Messages: Disaster Recovery

A business continuity plan includes disaster recovery for all major IT systems—without the expense of secondary infrastructure.

**Protect all your major IT Systems** Achieve low recovery point objective (RPO) and recovery time objective (RTO) targets for every major system in your organization, simply and cost-effectively. Eliminate the hassle and cost of secondary datacenters and tap into nearly infinite capacity at a moment’s notice with a cloud-based data recovery solution designed for the needs of enterprises.

**Unify data management, security, and protection** Achieve business goals for continuity and compliance throughout the lifecycle of your apps. Help secure your data with industry leading protection offered by encryption features. Manage and protect your apps with offerings such as Operations Management Suite, which includes centralized management, integrated data protection, and application availability solutions.

**Ensure apps work when you need them the most** Rest assured during an outage or disaster scenario with a disaster recovery solution that protects and natively supports the widest range of enterprise applications of any cloud disaster recovery provider. Fail over your apps—and your entire datacenter—with automated recovery plans in a matter of hours instead of weeks or months.

**Perform tests any time for complete confidence** When a disaster hits, the last thing you want is to run into a problem. Test your business continuity plans, or run dev-test copies of production workloads in Azure whenever you need to, and without impacting users. Plus, test new versions of applications with copies of live data, and then seamlessly put the new version into production in your datacenter.

**What is Backup and Disaster Recovery?**

Backup and Disaster Recovery encompasses a set of recovery initiatives that are designed to ensure that critical business functions will either continue to operate despite serious incidents, or will be recovered to an operational state within a defined period.

**Primary value proposition:** In the past, backup and disaster recovery approaches focused on buying and maintaining complex hardware and software that mirrored business critical systems. With Azure, we can offer a faster, better, and lower cost alternative that moves at the speed of the business freeing up resources to focus on business related projects. With the agility and automation capabilities we can enable backup and recovery in seconds or minutes.

Backup and Disaster Recovery   
Telesales guide

What you need to know



Scenario 2: Customer is looking for Backup

**Unifying data protection across the enterprise**

Gets you out of the business of maintaining backups as your IT strategy shifts to the cloud

Supports born-in-the-cloud applications with an all-in-one, cloud-native, backup solution

Protects remote offices and branch locations without the complexity of in-house management

Delivers faster time-to-value without the overhead and capital expense of standing up a backup solution

Stops hardware sprawl in its tracks even when facing severe app proliferation and massive data growth

Economical cloud pricing with pay-as-you-go storage

Scenario 1 Customer is looking for Data Archive

**Archive your cold data to the cloud—automatically**

Near-limitless scale helps you pace with the exponential growth of your organization’s data

Shifts from a CAPEX to OPEX model with pay-as-you-go storage, enabling more predictable infrastructure budgeting

Accelerates the retrieval of archived data with Azure—from days or weeks to hours

Meet compliance requirements and long-term retention targets—99+ years for backup data

Azure’s global availability lets you pick the region to store   
your data

Reduces dependency on legacy hardware

Scenario 3: Customer is looking for Disaster Recovery

**Democratizing disaster recovery**

No infrastructure required—affordable, enterprise-grade protection for all apps

No need to sacrifice Recovery Point Objectives and Recovery Time Objective goals

Supports critical workloads—Exchange, SharePoint, SAP, etc.

Works with what you have—Hyper-V, VMware, or bare metal

Easy to manage—automated replication, policy-based protection, and one-click orchestrated recovery

Premium protection against operational and human errors with intra-cloud disaster recovery and backup

Resources

Additional details can be found in:

Backup and Archive <https://azure.microsoft.com/en-us/solutions/backup-archive/>

Disaster Recovery <https://azure.microsoft.com/en-us/solutions/disaster-recovery/>

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What you need to tell your customers

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