

Managed Disaster Recovery: Get Back Online, Sooner

As if running a business wasn't already hard enough, an unexpected disaster can be an absolute nightmare.

Power outages, flooding, fire or even a careless driver downing a telephone pole all have the potential to interrupt your daily operations, and the implications can be serious enough that many businesses never recover. Research firm Gartner estimates that two out of five businesses that experience a disaster will go out of business within five years.

Proper disaster recovery (DR) planning can help you beat the odds, but that planning must be done now and continually revisited to ensure it continues to meet changing business requirements. This takes a significant expenditure in money and resources, which is why many businesses – especially small ones with few in-house DR capabilities – often end up with inadequate DR policies and technologies. Sadly, many of those businesses only find out their policies are inadequate when it's too late.

Because they shift computing and data management to a purpose-built facility designed to withstand any kind of disaster, managed services are an easy, effective way to improve any company's DR capabilities. Having invested millions of dollars to build a redundant data centre environment that follows industry best practice, BlueFire is able to offer a suite of Managed Disaster Recovery (MDR) services that can help companies of any size get back up and running almost immediately in the event of a disaster.

Should your business be unlucky enough to suffer an interruption, your data and applications will be ready and waiting for you once you're able to set up temporary office space. Send your employees home to continue working on their own computers, rent a managed office downtown, gather your staff in your living room or raid the local Internet café – it doesn't matter how you get online, but once you're there you'll have access to the same data and applications you were using in your office – using nothing more than a standard Web browser. Just flip a switch, and the rest of the company can get back to work while you manage the disaster recovery effort.

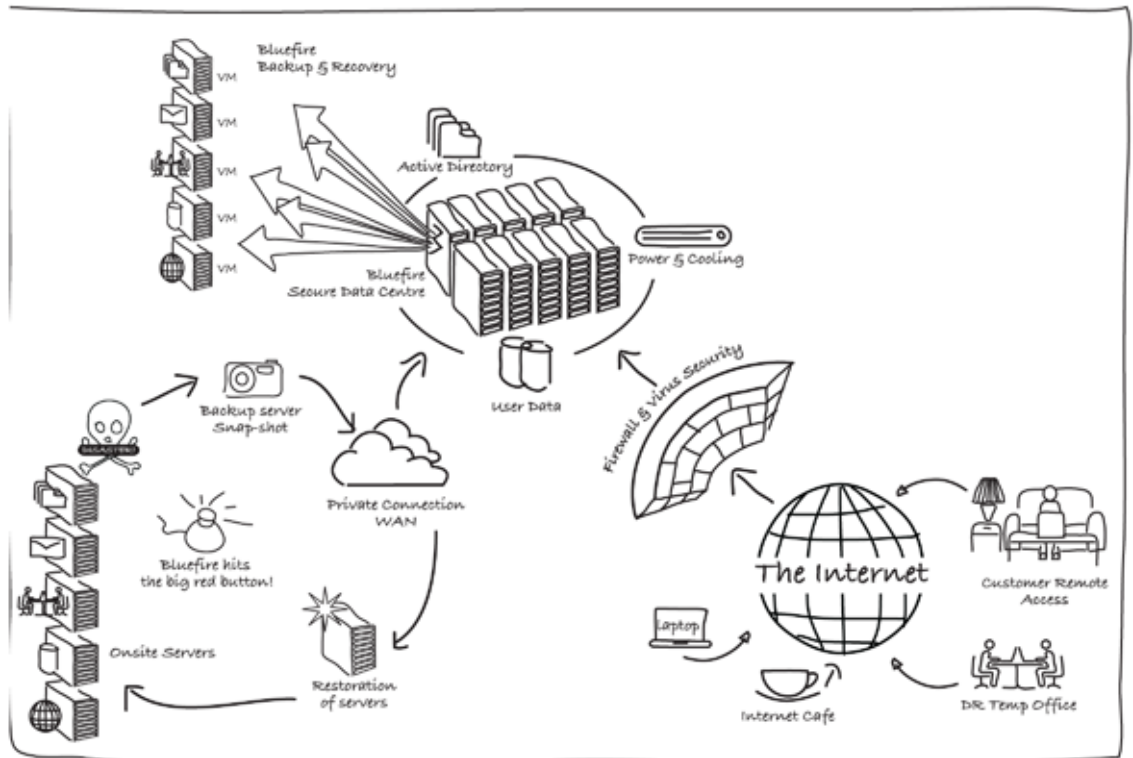
MDR is possible because BlueFire hosts its customers' data, applications and even their desktops from its highly secure, fully redundant facilities in Sydney's central business district. Specialised software ensures even data at small branch offices is stored on BlueFire's ultra-reliable infrastructure. Supported by experienced staff 24x7, the facilities are protected against interruption with fully redundant power, communications links, equipment and data mirroring. So even if your office loses contact, BlueFire will be there, ready and waiting, to help ensure the continuity of your business.

"We went with BlueFire to overcome the risks associated with our primary office location having interruption in service resulting from failure, power issues, fire and other disasters. The cost of going offline for a few days is over \$100,000 in loss of billings for the organisation and we see the BlueFire solution as an insurance policy to make sure we are ready for any circumstance."

Adam Irwin. General Manager, Moore Stephens Accounting

What is Disaster Recovery?

1. The process of restoring systems, data and infrastructure require supporting key ongoing business operations.
2. What you need in order to protect your vested interests from unforeseen damage, loss, vandalism, or theft.
3. An essential service provided by the experts at BlueFire to ensure peace of mind now, while minimising downtime, profit loss, and stress in the future.



features...

description...

Continuous Data Replication	<ul style="list-style-type: none"> • BlueFire MDR leverages managed application infrastructure and can provide near real-time backup of data from remote premises • Continuous replication ensures business continuity by ensuring data at the backup site is always up-to-date
Fully Hosted Applications	<ul style="list-style-type: none"> • If your onsite application servers crash, business can normally stop • BlueFire hosts applications from its data centre, providing easy access from any Web browser • Staff quickly get back to business, helping customers and keeping the business running while the physical recovery effort is underway
Cost Effective Business Continuity	<ul style="list-style-type: none"> • Conventional DR strategies rely on buying and managing duplicate equipment • Leveraging BlueFire's investment in infrastructure, processes, systems and people provides 100% peace of mind at 50% the cost of doing it yourself
Corporate Governance	<ul style="list-style-type: none"> • Ever more demanding corporate governance policies require businesses to have clearly delineated, effective DR plans • BlueFire MDR satisfies these criteria with a secure, available and cost-effective solution guaranteed to keep the business up and running
Guaranteed Availability	<ul style="list-style-type: none"> • Experienced staff monitor and manage the service 24x7 • BlueFire Backup is backed by a contractual service level agreement (SLA) with clear financial penalties if BlueFire falls short
End-to-End Security	<ul style="list-style-type: none"> • BlueFire follows security industry best practices as defined in the Banking Grade Security qualification for Information Security