

datto

WHAT IS DISASTER RECOVERY?



DEFINING DISASTER RECOVERY IS NO EASY TASK.

Some people may immediately think about recovering from natural disasters. Others may think about getting back to business after systems are hacked. None of these answers are necessarily wrong, but let's clear things up.



**LET'S BEGIN BY IDENTIFYING WHAT
DISASTER RECOVERY IS NOT.**



DISASTER RECOVERY ≠ DATA STORAGE



define data storage|

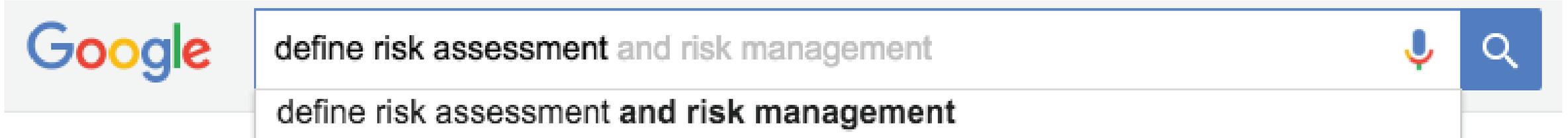
define **online** data storage

define data storage



Data storage is a general term for archiving **data** in electromagnetic or other forms for use by a computer or device. Different types of **data storage** play different roles in a computing environment.

DISASTER RECOVERY ≠ RISK ASSESSMENT/RISK MANAGEMENT



Risk management is the identification, **assessment**, and prioritization of **risks** (**defined** in ISO 31000 as the effect of uncertainty on objectives) followed by coordinated and economical application of the resources to minimize, monitor, and control the probability and/or impact of unfortunate events.

IF YOU WOULD ARGUE THAT DATA STORAGE AND RISK ASSESSMENT ARE IN FACT A PART OF A DISASTER RECOVERY PLAN, YOU'RE CORRECT! THESE ARE IMPORTANT PIECES TO THE PUZZLE, BUT THEY CAN'T STAND ALONE.

A Disaster Recovery plan will vary depending on your business, so nailing down one, all-encompassing definition is tricky. We decided to tap Managed Service Providers who are tasked with explaining this to customers everyday. Here's what they had to say.

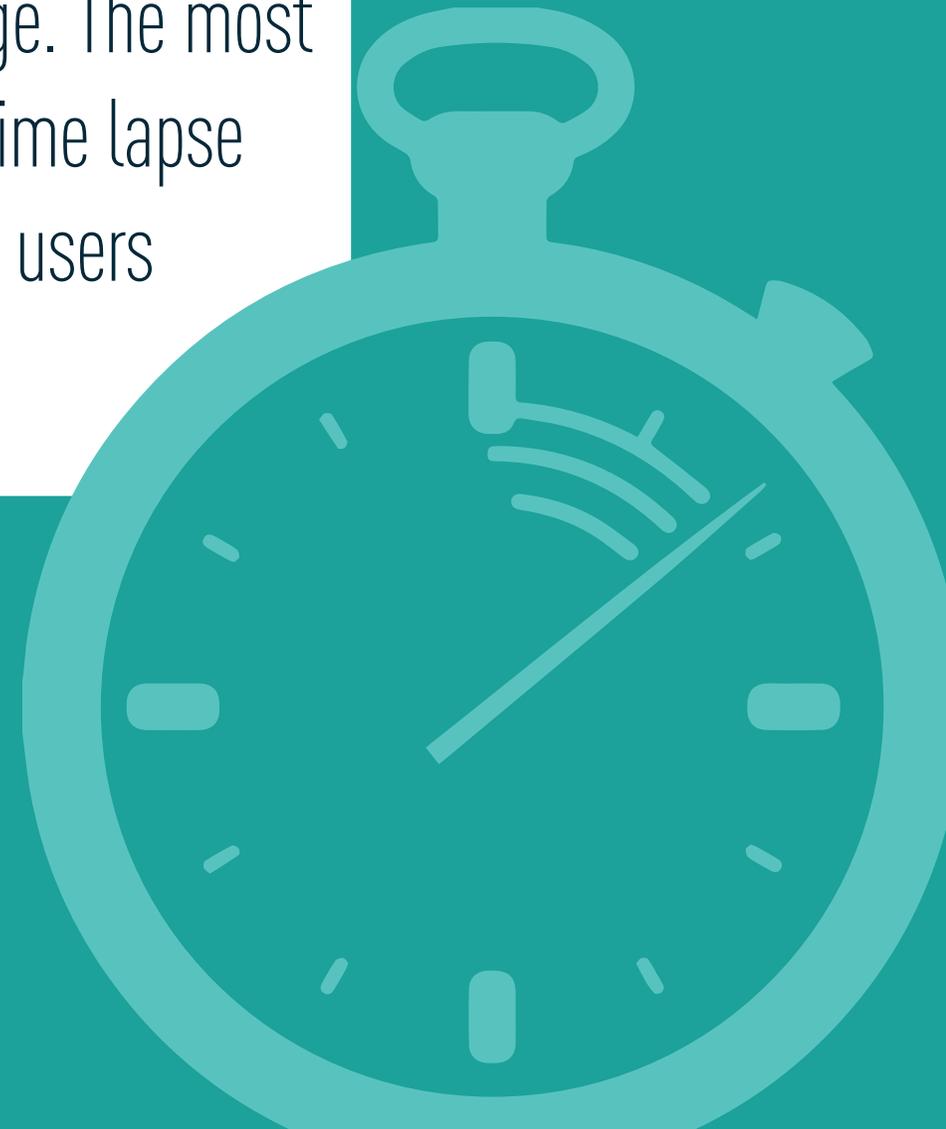


Disaster Recovery circles around the ability to recover and restore core business data/systems during an unexpected outage. The most critical component of any DR plan revolves around the time lapse between the moment of the disaster and the time when users can regain access to the systems.



STANLEY LOUISSAINT

Principal and Founder
Fluid Designs



Disaster Recovery is having the ability to seamlessly restore your network in the event of data loss caused by a cyber-attack, human error or natural disaster. It is being able to avoid significant downtime and decreased productivity in order to remain profitable.



JIM TURNER

Founder and CEO
Hilltop Consultants

Disaster Recovery, to me, is the ability to bounce back efficiently and effectively from potential data-loss whether man or machine-instigated. Having the proper strategy to do so in-place doesn't just safeguard your revenue, it could save your business entirely.



FRANK SLATTERY

General Manager
TeamLogic IT



A stylized teal illustration of a monster's face with sharp teeth and horns, appearing to be speaking from a laptop screen. The monster is positioned on the left side of the image, with its mouth open as if speaking into a speech bubble.

Disaster Recovery is the ability to quickly and seamlessly get your network back up and running with minimal impact to your business. Datto has proven countless times its ability to do true Disaster Recovery in the face of ransomware, clients who think that they are engineers, and equipment pushed beyond its useful life.



KENNETH GOLDBERG

President
MCG Inc.

Disaster Recovery is a business' ability to recover critical data within a reasonable timeframe. Data must be relevant, meaning it needs to be current and must be easily accessible by all who need it to continue to run the business.



TONY DEMARCO

President

CorCystems Inc.



Disaster Recovery is the area of security planning that deals with protecting an organization from the effects of significant negative events. Significant negative events, in this context, can include anything that puts an organization's operations at risk: crippling cyberattacks and equipment failures, for example, as well as hurricanes, earthquakes and other natural disasters.



PAUL J. FRANKS
CEO
Thinkgard

Disaster Recovery – the ability to recover quickly, either on premise or in the cloud, while being as seamless as possible to the end user and external clients and still allowing for the proper protections to happen even while in disaster mode. Additionally, the ability to easily and seamlessly bring the network back online while the users are still functioning. In short, Disaster Recovery should allow your business to function without, for the most part, the outside world even knowing you are in a disaster!



JORDI TEJERO

Owner

CRS Technology Consultants

Disaster Recovery involves restoring the critical parts of a business during an emergency. Hopefully you'll be following a rehearsed plan, restoring the priority parts first, and ensuring staff and customers are kept informed of progress. If all goes well, and if you have suitable provisions in place, people may not even notice that something they rely on using day to day, has been affected by an issue.



TONY SHANNON

Systems Engineer

Converged Communication Solutions Ltd

So there you have it. Managed Service Providers understand what goes into a strong Disaster Recovery plan, because it lends to a greater business continuity strategy. Need some help clarifying Business Continuity? Don't worry, we've got you covered with this eBook:

[4 Business Continuity Planning Essentials.](#)

