



Executive Report:

Five Critical Business Areas where DR/VFI Delivers Real Value

21st Century Software customers regularly report their overwhelming satisfaction with the *vast technical benefits* of DR/VFI Recovery Assurance Software. Its real-time monitoring and analysis capabilities and recovery simulations put DR/VFI at the top of its class.

However, business and financial executives are often interested to learn about the *true business value* that DR/VFI delivers as a result of its technical excellence. With stockholder outcry from data loss and high fines from lack of regulatory compliance, disaster recovery and business continuity have become critical issues from the data center to the executive suite.

DR/VFI Recovery Assurance Software is uniquely positioned to show real value to the business in five specific areas:

1. Provides business recoverability insight

Line-of-business managers often report that they have no insight or information about the recoverability of their business. For all the systems and processes they put in place, the best-laid plans can also fall apart because of unrecoverable files or lack of insight into the interdependencies across applications and platforms.

DR/VFI specifically monitors application and file use in real time to determine what files are most critical for recovery. The cross-platform recoverability dashboard helps business managers assure they can confidently demonstrate their ability to recover.

2. Contributes to reduced TCO of existing resources

With budgets tighter now than ever before, many companies are looking for new ways to utilize existing resources and extend their capabilities. When it comes to developing recovery strategies and planning storage media budgets, any opportunity to reduce expenses while enhancing recoverability is welcome.

As DR/VFI monitors applications and data in real time, it also interfaces with enterprise backup applications to ensure the most critical files for recovery are moved to mirrored volumes or other replicated media. Less sensitive data can be saved to tape or less expensive media, freeing up online disk resources for only the most sensitive information.

3. Reduces exposure to regulatory compliance reporting and audibility concerns

Compliance concerns continue to trouble organizations across every industry. The focus of many industries on data retention and security is certainly good business practice for customer service, patient health, and financial security—but it requires an integrated approach to storage management to ensure the auditability and reporting required to prove compliance.

DR/VFI offers proven, effective strategies to ensure the recoverability of the critical data guarded by many industry regulations. We bring intelligence to data protection to create significant efficiencies in the data recovery process. Plus, DR/VFI contains the detailed audit and tracking reporting you need to meet many regulation auditing and reporting requirements, making it an invaluable aid in determining where data is located, which applications require it, and whether it's properly backed up.

4. Supports strategic IT initiatives to drive the business

CIOs and IT managers tasked with supporting their business are always looking at innovative technologies that can create greater customer value while minimizing management requirements in the data center. Strategies like virtualization, consolidation, and Green IT are helping IT departments focus less time on systems and storage management and more time on supporting strategic initiatives.

DR/VFI helps organizations enforce critical data management disciplines, such as systems, storage, performance, application, and data management. Through the real-time monitoring of applications and data and the interface with enterprise backup applications, DR/VFI automates many of the labor-intensive recovery management requirements that threaten to take up so much IT management time. In addition, companies with Green IT initiatives can count on DR/VFI to maximize their use of less power-hungry tape and VTL technologies.

5. Align availability and recovery goals with business

When the rubber hits the road, business growth and stability require critical data assets to be available in any event. Availability is affected by many influences: systems management, network outages, human error. But while companies often have redundant systems to meet the availability requirements of these finite resources, they don't generally have alternate strategies for the recovery of critical data after an event.

Dynamic real-time monitoring—combined with our “manager of managers” approach to interfacing with a wide range of backup application—puts DR/VFI in a separate class of Recovery Assurance solutions. Lines of business can set specific, unique Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) and rest assured that DR/VFI will automatically monitor, analyze, and secure critical data across the enterprise.

Gain visibility into your current critical data and exposure

In today's highly competitive business environment, you can't afford to wait until a disaster strikes to test the integrity of your existing DR and back-up plan. There is peace of mind knowing that your recovery strategy minimizes exposure, reduces downtime, increases recoverability and offers an element of predictability during unpredictable times.

21st Century Software offers Recovery Assurance Assessment Workshops to fully analyze your existing critical file recovery strategies, and help identify exposures in your recoverability. For more information, call 21st Century Software at (800) 555-6845.