

DR101: RPO & RTO Explained

Disaster Recovery isn't just about protecting yourself from natural disasters. Ultimately, it's about ensuring that whatever happens to your IT infrastructure, your business won't suffer extended downtime. Enter RPO/RTO.

RPO

Recovery Point Objective

The last point-in-time that IT systems and applications can be recovered to. RPO is dictated by the replication technology used.

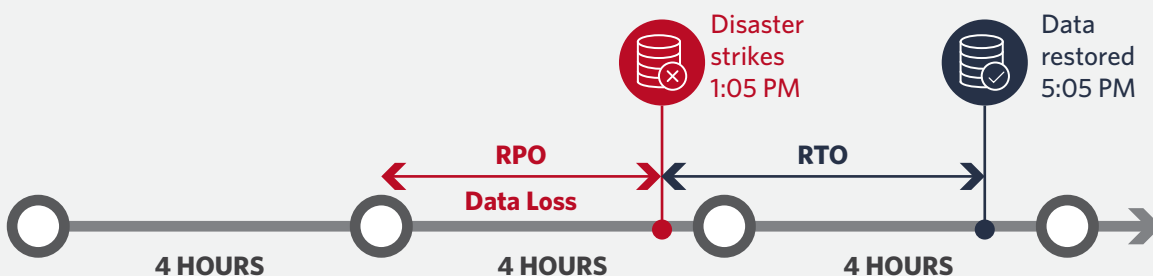
Backups, Storage Replication, Continuous Data Replication

RTO

Recovery Time Objective

How quickly applications are recovered and operations are resumed. RTO is influenced by the level of manual vs automated recovery processes.

Boot Ordering of VMs, Re-directing Network Traffic, Recovering Application Stacks Consistently



Time really is money

Data Loss + Downtime + Data Entry

Replication Technology	RPO	RTO	Financial Impact
Daily Backups	24 Hours	24 Hours	\$821,917
Storage Replication	4 Hours	4 Hours	\$136,986
Continuous Data Replication	20 Seconds	15 Minutes	\$2,980

*Based on a \$100M company

“ It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently. -Warren Buffett ”