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According to an article in the Winter, 2011 issue of *Disaster Recovery Journal*, Forrester Research found in February 2010 that 86% of surveyed North American and European IT professionals were categorically not interested in or had no plans to implement hosted Cloud storage. Curiously, in that same survey, Forrester found that 50% of all respondents were either interested in or had already implemented back-up-as-a-service.

Consider the following industry taken-as-gospel findings:

- A single incident of data loss can cost a company an average of \$10,000.
- 93% of companies that lost their data for ten days or more filed for bankruptcy within a year.
- 40% of businesses that suffer a loss of data failed within five years.

Being able to retrieve data when and as you need it are not only dependent on the continuity, strength, and scope of your backup-as-a-service activity, it also enables BC/DR to get into the hands of virtually any organization, large or small. Based on the size of the BC/DR industry alone—growing from \$24.3 billion in 2009 to more than

\$39 billion in 2015—businesses find BC/DR a valuable investment.

For IT professionals versed in BC/DR, the importance and value of “the Cloud” as a facilitator of restoring and recovering data would be nearly undeniable based on its media attention alone. While definitions for Cloud may vary widely, most would agree that the potential benefits are compelling: reduced complexity, added flexibility, increased reliability, and reduced costs. Think of Cloud as backup-as-a-service on steroids and you only begin to scratch the surface of its potential long-term impact on data center utilization, uptime, and end-user satisfaction.

The key to making on-premise storage coexist with an off-premise backup-as-a-service solution is not about ownership or giving up control to gain some advantage in the event of a disaster. It is not even whether you call it back-up-as-a-service or Cloud storage. It is more about finding that holistic approach that enables your data center to both keep up with demand while protecting the intrinsic needs of your users and the extrinsic requirements of your organization.

PLEASE CONTINUE TO GIVE US YOUR COMMENTS AND ASSOCIATED ARTICLES ON TOPICS OF INTEREST.

WE WELCOME YOUR INPUT!

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