

## SOLUTION BRIEF

# DISASTER RECOVERY & BUSINESS CONTINUITY IN AMAZON WEB SERVICES

## The Problem

Whether you are in IT or engineering, at a start-up or a Fortune 500 company, your organization needs to protect its VMware assets in the event of hardware failure or other interruption to operations. Outside of an elite class of business-critical applications, backup and replication solutions have been the only affordable options to protect most virtual machines (VMs). But when a crisis happens, recovery from backup can result in days or even weeks of downtime — particularly if new hardware must be purchased or backup testing was lax.

The price tag associated with protracted recovery can be huge. With tight deadlines and expensive personnel, the loss of even a few VMs can have productivity losses in the tens of thousands of dollars or more. So, why not invest in traditional disaster recovery and business continuity solutions, whether on-premise or at a service provider? Because the cost is exorbitant, implementation is complex, ongoing testing is difficult, and maintenance is too labor intensive to justify.

For the majority of VMware workloads, the real need is for a solution that can provide continuous protection without added complexity, quick recovery without spare hardware, easy implementation without special skills, continuous testing without significant effort, manageability without another console, and the affordability of basic backup.

HotLink® DR Express™ delivers the only VMware vCenter integrated backup, replication, disaster recovery (DR) and business continuity (BC) solution to leverage the attractive economics and scale of Amazon Web Services, so you can afford to protect all VMware assets plus your team's productivity when the inevitable failure happens.

"We have been using VMware SRM, but it is just too expensive to have unused capacity in a colocation facility. HotLink DR Express gives us the same functionality at a fraction of the price by leveraging pay-as-you-go resources in Amazon."

John Bickle  
Director IT Operations  
Cellfish Media

## HotLink's Solution

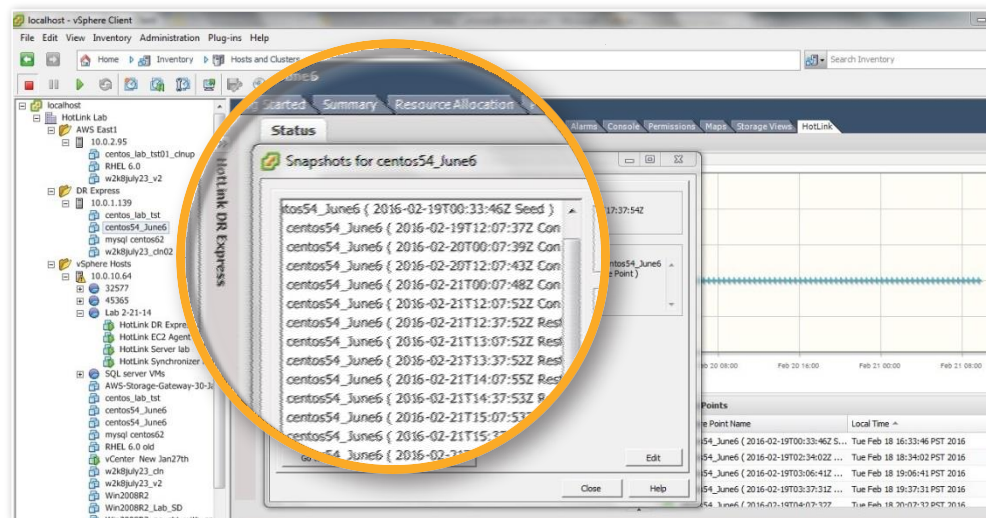
HotLink DR Express is a dramatically simple VMware Ready plug-in for VMware vCenter that extends administration and management capabilities to include backup and replication **plus** DR/BC at Amazon Web Services (AWS). Within minutes of a failure, you can automatically recover VMs into an AWS data protection site and continue managing the workloads using VMware vCenter. If spare capacity exists, you have the flexibility to restore on-premise, as well. Best of all, the cost is no more than basic backup.

Enabled by the patented HotLink Cloud Attach™ Platform, HotLink DR Express integrates AWS with VMware vCenter to provide intuitive and automated AWS data protection site setup, maintenance, testing, recovery and management for protected VMs. Seamless interoperability ensures that downtime in a failure is limited to minutes rather than hours or days, and AWS workloads are managed side-by-side with on-premise vSphere workloads. No extra hardware is required since Amazon is your VMware mirror site. For the public sector, AWS GovCloud is also supported. Only with HotLink DR Express can you:

- Extend VMware vCenter to include DR/BC
- Restore operations in AWS in minutes
- Automate data protection site setup & maintenance
- Test & validate the data protection site easily
- Manage your data protection site with vCenter
- Recover VMs on-premise automatically

With HotLink DR Express you have the benefit of fully protecting all of your workloads at a low cost that any organization can afford.

HotLink DR Express extends VMware vCenter to your Amazon data protection site, so VMs are restored in AWS as fully manageable using your existing console.



## HotLink DR Express

HotLink DR Express is the only plug-in to extend VMware vCenter capabilities to include robust data protection in AWS, including AWS GovCloud, so you can now afford DR/BC for all of your VMware workloads! HotLink enables native interoperability of AWS and VMware vCenter, so managing data protection is consistent with the VMware tools and processes used every day.

### Single Point of Management

With HotLink, you have one console to administer and manage daily operations plus your AWS data protection site — VMware vCenter. After a failure, protected workloads are restored in AWS and managed alongside on-premise VMs, so you don't need to learn new tools or deal with fragmented management. When you want to restore on-premise, the process is seamless. Recovery plans can be built in PowerCLI, Orchestrator or other VMware vCenter compatible tools.

### Production Ready Solution

HotLink DR Express enables holistic data protection in AWS for all VMware operations, including multi-tier production applications, file servers, and database servers. With support for multiple disks, large disks up to 1 TB, selectable disk protection, and flexible storage reconfiguration, you can readily protect mission critical applications with a comprehensive, yet economical data protection solution.

### Automated Setup & Maintenance

Effective data protection must be easy and intuitive. In one simple step, you select the VMs, templates or services you want to protect and indicate the frequency of updates, with up to 500 restore points per VM. Seeding protected VMs and uploading ongoing differentials to AWS are automatic — no other processes or specialized tools are required.

### Unified Hybrid Networking

HotLink CIMple™ SDN enables unified management of on- and off-premise networking configurations using VMware vCenter. Through automated discovery and transformation of on-premise network configurations to AWS, hybrid DR networking complexity is eliminated, and consistency across application tiers is maintained. Even AWS security group rules can be managed within VMware vCenter. With pre-configured, automated network provisioning in AWS, VMware workloads can be accurately and automatically restored in Amazon EC2.

### Easy Monitoring, Testing, Alerting & Analytics

Because HotLink DR Express is fully integrated with VMware vCenter, monitoring and testing your AWS data protection site is highly intuitive. Rapid and automated testing ensures you have the environment you expect if a failure happens, and integrated alerts provide notification when key events are triggered. You can readily see a graphical status of all protected VMs, bandwidth usage and other key performance indicators, with the ability to download detailed data for analysis.

## Restore Operations in AWS in Minutes

After a failure, HotLink enables seamless recovery in any AWS region or even multiple AWS regions — within minutes. Simply indicate which VMs to recover, and AWS instances are automatically built and launched in Amazon EC2. Since AWS workloads are managed in VMware vCenter together with on-premise VMs, operations continue as normal. At any time, you can restore AWS workloads to a compatible VMware environment, whether on-premise or at a service provider.

### Migrate Back On-Premise When Ready

With HotLink DR Express, you have the flexibility to continue operations in AWS for any duration needed, with seamless management by VMware vCenter. Once on-premise resources are available, migration of AWS workloads is fully automated — whether you choose any restore point or the running workload at your AWS data protection site.

## The Benefits

HotLink DR Express makes comprehensive data protection practical and accessible for any organization and every type of workload by leveraging the economics of AWS, the management infrastructure of VMware vCenter and the unique Cloud-Attach technology of HotLink. While basic backup and replication may have been your only affordable data protection option in the past, you can now have full VMware recovery in minutes for the price of basic backup. It's easy to install, VMware-intuitive to operate and requires no special skills to maintain.

As the only certified VMware Ready management plug-in that extends VMware vCenter administration and management capabilities to AWS, HotLink DR Express enables your Amazon mirror site to operate as a seamless extension to your existing on-premise resources, with virtually unlimited capacity and very low, pay-as-you-go pricing.

Let us tell you more about HotLink DR Express and how it may be just the right answer to transform your virtual infrastructure into an integrated and complete data protection environment for no more than the cost of backup — using the VMware vCenter management you already have installed.

"The majority of server failures are hardware problems, not natural disasters or terrorist attacks. HotLink DR Express fills a big void in the industry with an easy-to-deploy and intuitive DR and BC solution, integrated with existing operations, and affordable for every company."

George Crump  
President  
Storage Switzerland

HotLink

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