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The Business Value of IBM's DRaaS and Resilience Orchestration Services

Business Value Highlights

507%
three-year ROI

24%
more efficient business continuity teams

43%
improvement in RPO

80%
lower cost of business risk and lost productivity and revenue

80%
less unplanned downtime

38%
reduced risk of major impactful security event

27%
more efficient cybersecurity teams

12%
more efficient IT infrastructure teams

EXECUTIVE SUMMARY

Today's digitally transforming enterprises find it imperative to take a holistic view of their business continuance (BC) efforts. Data is the fuel of digital transformation. The absence of fuel is the absence of revenue, making data availability critical to organizational success. Data must be defended and recoverable against a range of threats, from accidental deletion to system failures, natural disasters, employee sabotage, and cyberattacks. Moreover, given that organizations commonly have data spread across on-premises, public cloud, and edge repositories, it is crucial that organizations factor hybrid cloud and multicloud recovery capabilities in their BC planning.

The concepts of business continuance, disaster recovery (DR), and cyber-resilience are classic cases of people, process, and technology. Technology alone is not enough — organizations must consider all three factors to meet business objectives. Digital transformation has fundamentally evolved the execution of the task as the complexity associated with 3rd Platform technologies (i.e., the transition from 2nd Platform [client/server] to virtual infrastructure) such as hybrid multicloud and business operations dependencies on data makes recovery orchestration a "must-have."

IDC best practices recommend that organizations monitor three key metrics regarding data recovery and availability: recovery point objective (RPO), recovery time objective (RTO), and total downtime. IDC research has found the average downtime cost is $48,700[1] per critical workload per hour. Of course, this will vary widely by industry and organizational size and can be millions of dollars per hour for large OLTP financial environments. For this white paper, commissioned by IBM, IDC interviewed organizations that made clear that improvements in downtime can yield significant value that leads to much improved return on investment (ROI).

IDC interviewed organizations using IBM Resiliency Orchestration and/or IBM Orchestrated Disaster Recovery as a Service (collectively referred to as "IBM services" or "IBM") to understand the impact in terms of maintaining business continuity, ensuring data security, and managing

[1] IDC's *Server and Storage Infrastructure Availability Survey,* December 2018

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operational risk. These IBM customers described achieving more robust and secure business operations while minimizing operational burdens on their IT teams. These benefits carry significant value for these organizations, which IDC quantifies as having an overall value in terms of staff time savings and productivity gains, higher revenue, and lower costs worth an average of $7.65 million per organization per year in these areas:

- **Ensuring business continuity** with robust and efficient data backup and recovery capabilities that can keep up with the speed of their businesses
- **Minimizing business operational risk** associated with unplanned outages and data loss, thereby reducing the cost of risk in terms of productivity and revenue losses
- **Making broader IT operation**s more efficient and cost effective by providing an IT environment that requires less repetitious staff work and redundant investment in IT infrastructure

Read the full study

https://www.ibm.com/account/reg/signup?formid=urx-42615

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