Cloud Disaster Recovery Made Simple and Affordable -- VMware Delivers vCloud Hybrid Service - Disaster Recovery

VMware vCloud(R) Hybrid Service(TM) - Disaster Recovery, Available Now, Seamlessly Extends Disaster Recovery to the Public Cloud

PALO ALTO, CA -- (Marketwired) -- 04/15/14 -- VMware, Inc. (NYSE: VMW), the global leader in virtualization and cloud infrastructure, today announced VMware vCloud® Hybrid Service™Disaster Recovery, a new cloud-based disaster recovery (DR) service that provides a continuously available recovery site for VMware virtualized data centers. VMware vCloud Hybrid Service - Disaster Recovery is simple to set up, can be self-managed, and is a fraction of the cost and complexity of traditional DR solutions. The service is available immediately in all five vCloud Hybrid Service data centers in the U.S. and U.K.

Built on vSphere®, VMware vCloud Hybrid Service - Disaster Recovery continuously replicates virtual machines to a virtual data center within vCloud Hybrid Service, with a recovery point objective (RPO) of up to 15 minutes, from just $835 a month including 1TB of storage and standby cloud capacity. The low cost and simplicity of the service means customers can avoid the burden of owning tertiary data centers for DR, and can now continuously protect applications that were previously vulnerable because it was too expensive and complicated to include them in a DR plan.

"Everyone wants enterprise-class disaster recovery, but without the complexity and cost of traditional DR," said Jerry Sanchez, vice president of Hosting Operations, Planview. "We know how to administer vSphere®, so the simplicity and familiarity of administering vCloud® Hybrid Service™Disaster Recovery is just as easy, making this service a natural fit for us. Typically, DR services require expensive professional services to install and maintain. With the VMware solution, the data and applications are simply mirrored in vCloud® Hybrid Service™, ready to go whenever trouble strikes, and with the benefits of a cloud-based economic model."

A New Approach to Business Continuity and Disaster Recovery

Business continuity is a critical priority for organizations, but only a small fraction of applications are continuously protected because DR solutions can be expensive and complicated. For many businesses, DR involved maintaining exact duplicates of data center hardware configurations, more than doubling costs, and the challenges of maintaining the same configuration meant DR tests were often difficult, highly manual, and infrequently performed. VMware vCloud Hybrid Service - Disaster Recovery offers a simple, automated process for replicating and recovering critical applications and data in a warm standby environment at a fraction of the cost of duplicating infrastructure or maintaining an active tertiary data center.

"We continue to aggressively execute our hybrid cloud vision, delivering capabilities like DR that businesses can use to extend and protect their existing IT investment to the cloud," said Bill Fathers, senior vice president and general manager, Hybrid Cloud Services Business Unit, VMware. "VMware continues to distinguish itself from other cloud providers by making disaster recovery simple and cost-effective, allowing our customers to use a hybrid cloud approach to deliver business value, without wrestling with operational complexity and incompatibility inherent to other public clouds."

VMware vCloud Hybrid Service - Disaster Recovery is a replication and hosting service ideal for businesses with limited or no DR solution in place today, or customers looking to replace a traditional offering with a service provider or one that is managed in-house. VMware vCloud Hybrid Service - Disaster Recovery provides simple and secure asynchronous replication and failover for vSphere virtual environments.

- Standby capacity on vCloud Hybrid Service
- Self-service asynchronous replication, failover and failback
- 15 minutes - 24 hour RPO
- Initial data seeding by shipping a disk (Offline Data Transfer)
- Remote management and monitoring, with production-level support
- $835/month including 1TB of storage, standby compute capacity and two, seven day DR tests

Opportunities for Partners

Partners play a key role of delivering Disaster Recovery as a Service (DRaaS) to customers. VMware partners can now offer vCloud Hybrid Service - Disaster Recovery as a value added solution to customers who already have deployed infrastructure, or offer a comprehensive solution for new deployments, creating the ability for bigger opportunities, while continuing to deliver value to customers. VMware vCloud Hybrid Service - Disaster Recovery is sold the same way as any other VMware solution, and partners can retain the billing relationship with customers.
“The demand for DR is high because customers are looking for faster, simpler and cheaper options,” said Jason Nash, chief technology officer, Varrow. "With vCloud® Hybrid Service™ Disaster Recovery, customers no longer have the burden of hardware and software upkeep, and have access to a simple and affordable DRaaS solution, while benefiting from trusted technology and top-class support. A cloud-based DR solution from VMware will be an easy sell for our vSphere® customers looking to deploy a disaster recovery plan within their organization."

Additional Resources

- To learn more about vCloud Hybrid Service - Disaster Recovery, visit http://vcloud.vmware.com/service-offering/business-continuity
- Read "Introducing VMware vCloud Hybrid Service - Disaster Recovery: Making Cloud DR Simple and Affordable" blog post by Bill Fathers, senior vice president and general manager, Hybrid Cloud Services Business Unit, VMware
- Follow VMware vCloud on Facebook and Twitter

About VMware

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of $5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

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Source: VMware, Inc.

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