

# 4 Ways BaaS and DRaaS Fuel Business Growth and Optimize Resources

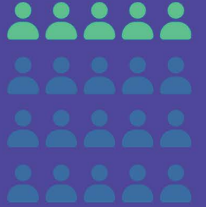
BaaS (Backup as a Service) and DRaaS (Disaster Recovery as a Service) help IT professionals STOP focusing all their energy on maintaining systems and START looking to the future. With business continuity assured, IT professionals in any size organization can focus on strategy and take their place at the leadership table.

## 1 Reduce foundational business risks

In today's increasingly digital world, managing data can be a risky business. Finding a trusted partner to deliver backup and Disaster Recovery (DR) services can significantly minimize risk - maximizing potential growth opportunities.

25%

of organizations' primary driver to change backup solutions was for better economics



20%

are looking for increasing reliability while reducing RPO/RTO



90% of organizations have an availability gap between SLAs expected and how quickly IT can return to productivity

## 2 Minimize the availability gap

As your organization's dependence on connected systems and data grows, your productivity and revenue are tied to access and continuity, with zero tolerance for downtime. A BaaS/DRaaS provider can have your back, ensuring that if the power fails or disaster strikes, you have the processes in place to keep your business running.

## 3 Support proactive security initiatives

In recent years, the role of IT teams has - for good reason - become focused on protection. Backup and DR are critical to the survival of cyberattacks, including ransomware. By working with a BaaS/DRaaS provider, you can offload many of the data protection tasks with confidence.

While backup repositories were targeted in

94%

of ransomware attacks

26%

of backups that were attacked remained secure thanks to immutability and air gap

When asked their motivation for leveraging a BaaS/DRaaS solution, on average

30%

of organizations cited freeing up internal resources to focus on strategic/internal projects

## 4 Focus on innovation

The greatest value from moving to BaaS/DRaaS systems is likely to come from the renewed participation of IT in the strategic direction of the organization. By aligning business strategy with a technology road map, the organization can avoid false starts and wasted investments, building confidence in employees and customers alike.