

# 3 Reasons Direct-to-Cloud Doesn't Add Up

This is not just another piece of “cloud” content. It is not meant to teach you about the cloud, or to “uncover” new trends on cloud computing. The cloud is an invaluable entity for companies all over the world. But when it comes to direct-to-cloud backup, we want to show you why it may not be as glamorous as it sounds.

The cloud is so ubiquitous that a recent survey by RightScale found that 93% of IT professionals are using some form of cloud computing.<sup>1</sup> Unsurprisingly, that 93% is composed of businesses that are using the cloud to run enterprise applications and store data. Many of those businesses are also using the cloud for backup and disaster recovery.

Again—there is nothing wrong with backing up data to the cloud. It's a great way to ensure that in the case of on-prem server failure, your data is still safe and secure in an offsite data center. But when a backup provider offers direct-to-cloud backup and bypasses the need for on-prem backups on traditional BDR appliances, you should think twice. Here's why:

## Reason #1: Getting to the cloud

The definition of direct-to-cloud states that the software takes data directly from your business servers and backs it up to data centers (the cloud) without using an appliance. This results in heavy workloads on critical system resources. From the very first backup, you need to protect the entire system in order to take future incremental backups. Naturally this is a very large backup and without a local BDR appliance, where are you storing your data before it gets to the cloud? Also, are you willing to sacrifice critical bandwidth at this time?

Every time a new backup occurs the system needs to identify what has changed in order to take an incremental backup. Since the only copies of the backup are stored off-prem in the cloud, you may need to use bandwidth just to identify what to backup. Unless you have unlimited bandwidth (we can all dream can't we?) you're looking at slow speeds during these processes. This may result in backups taking longer than expected, or complete failure due to the lack of available resources. Worst case scenario: no backup.

## Reason #2: The Restoration

The reasoning behind backing up data is to have it ready for when you need it most. Imagine yourself between a rock and hard place—some critical data has been lost, and you need to get it back. You click restore and BAM, you get hit with the bandwidth throttle. Your



1. RightScale State of the Cloud Survey 2015: <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2015-state-cloud-survey>

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pipe is clear but unfortunately your cloud backup provider is busy with a few other restores, and to be fair to everyone, your speeds have now been slowed down. "Estimated time left to download: 72 hours." That's three full days to get back critical data. Three potentially lost business days, and tens of thousands of dollars of lost revenue (not to mention cost). If you're an MSP, your client is not happy. This scenario is a reality for many MSPs, so make sure before you go direct-to-cloud that you understand the risks. A client waiting days to get up and running gives them plenty of time to find a new solution provider. Worst case scenario: you lose your client.

### **Reason #3: Don't underestimate the power of a local on-prem appliance**

Having a local on-prem appliance means that in the case when your server goes down, you have instant access to the data. Because the device is on-prem and connected to a local area network, restores can be seamless and fast. You don't have to rely on the speed of your connection to the cloud to recover lost data from an on-prem appliance. Plus, if the whole point is to backup your data, why wouldn't you want to have another source of backup? Especially one that physically allows you to keep your valuable data inside your business environment.

At the end of the day, the proof is in the pudding. There have been a number of business continuity providers who started out as direct-to-cloud backup providers, but also ended up developing on-prem devices. Why? Maybe it was because they realized something—that direct-to-cloud is not very practical.

### **We love the cloud—that won't change.**

At Datto, we believe in the hybrid cloud model, that's why our business is built on it. With on-prem backup and disaster recovery devices that automatically sync to our secure bi-coastal data centers where your data can be kept safe and easily retrievable. Whether you need to spin up a VM on the device itself or in our cloud, you have the option.

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### **About Datto**

Datto is an innovative provider of comprehensive backup, recovery and business continuity solutions used by thousands of managed service providers worldwide. Datto's 160+ PB purpose-built cloud and family of software and hardware devices provide Total Data Protection everywhere business data lives, for businesses of every size. Learn more at [www.datto.com](http://www.datto.com).

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