
Disaster Recovery: Why Colocation Can Save Your Business



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Do you have a disaster recovery site?

If you're like most enterprises, you contract with an external data center to house your servers and provide you with a variety of IT services and connectivity.

But what if your primary data center goes down and can't get back up and running for an extended period of time?

You need a backup plan.





When uptime is crucial, organizations make sure they have a disaster recovery (DR) site that can recover and restore an organization's technology infrastructure and operations when the primary data center can't. Lost productivity, security breaches, and service failure can damage your brand and tarnish your reputation for years.

These are losses you can't afford.

**To avoid them, use this
Disaster Recovery Checklist**





What you need in a DR site

Disasters are unavoidable. Earthquakes, floods, hurricanes, wildfires, power outages, cyberattacks, and other unforeseen events can happen to any business.

Prevention is key to avoiding disaster-related data loss.

In order to ensure the fastest and most reliable DR for your business, always look for the following when selecting a data center to serve as your DR site:





Look for the following when selecting a data center as your disaster recovery site:

- The ability to **support your business systems**, applications, and customer data until the primary data center returns to normal operation.
- A clear **definition of service availability** to customers during disasters.
- The ability to **meet your mutually agreed upon SLA**.
- Adherence to **best practices and documented compliance** with industry standards and regulations.
- **Solid structural design**, including a redundant physical layout with duplicate core operational components.
- Regular, integrated **systems testing** such as shutting down power to test battery backups and generators.
- Full disclosure of all **costs and fees**.
- **Auditing of testing procedures** at least once a year to ensure backup power and cooling can maintain the data center's power load.





How far away should your DR site be?

You might think your DR site should be far away from your primary site so that it isn't affected by the same outage, event, or natural disaster.

However, having it too far away can also be risky.

Distance creates latency and bandwidth issues, which could slow down and hinder operations. Duplicating information between the two locales can be costly and tedious. And, if your DR system requires your staff to physically get to a data center, this distance can be an obstacle to recovery, especially in cases of natural disasters.





DR sites should be within 60 miles of your primary site to retain synchronization and low latency.

A closer site allows for tighter synchronization, less latency, and easier staff management. However, it needs to be far enough away that a major disaster does not impact both places, and it should be on a different power grid than the organization's primary data center. Gartner suggests the two destinations ought to be within 60 miles of each other: "At more than [60 miles], even with tuning capacities, latency issues will start to affect execution and make synchronous or dynamic/dynamic recuperation model improbable."





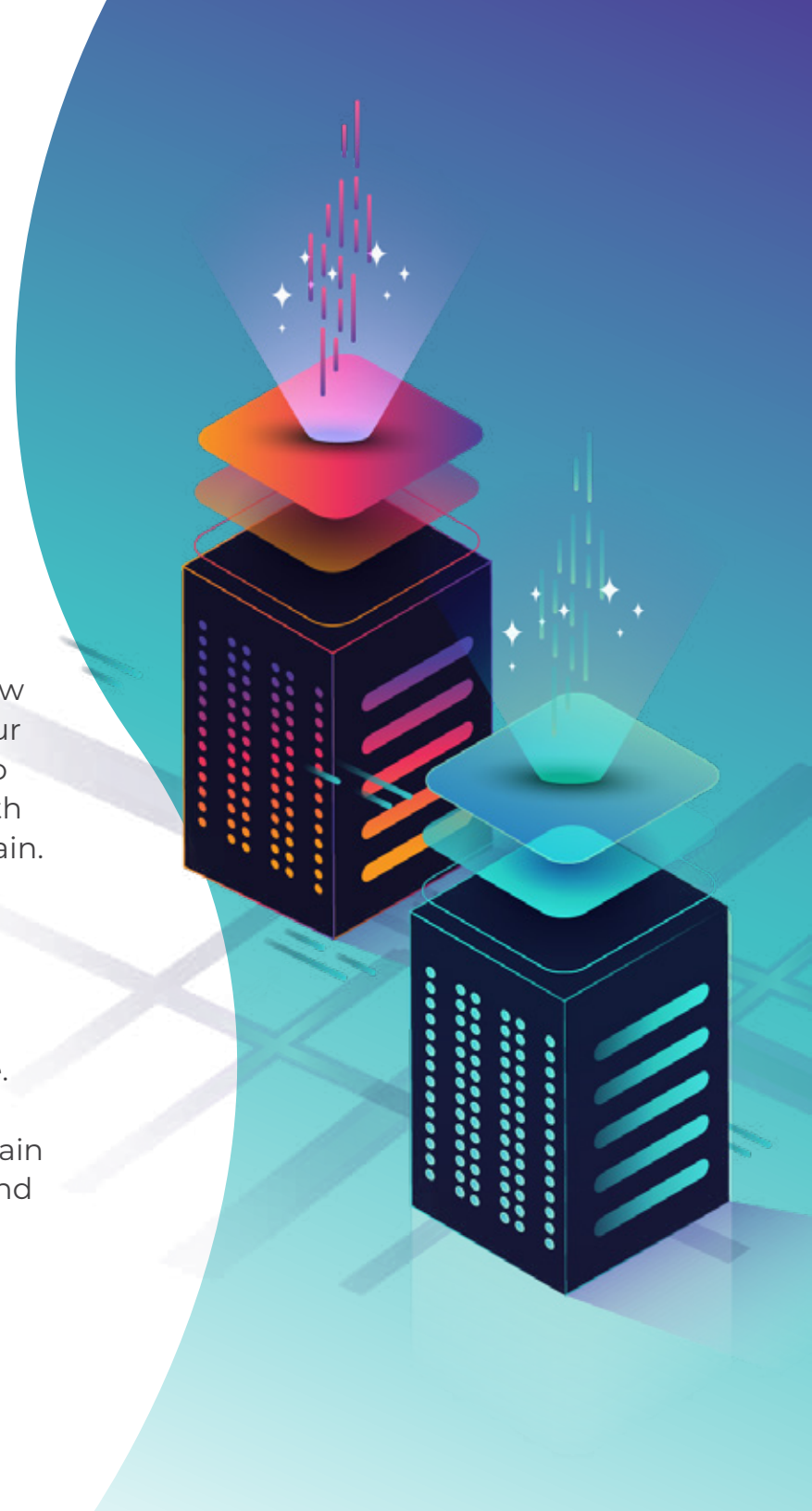
Hot vs. Cold sites

There are two types of DR sites: Hot and Cold.

Cold sites are not used until a disaster occurs. They provide the necessary space, power, and network infrastructure to set up a new operating environment. However, your staff will need to set up your hardware and software, and make all the network connections. No resources are in place or running prior to the disaster. Typically with a cold site, it takes a full day to have your organization running again.

Though cold sites are less expensive, hot sites speed up recovery.

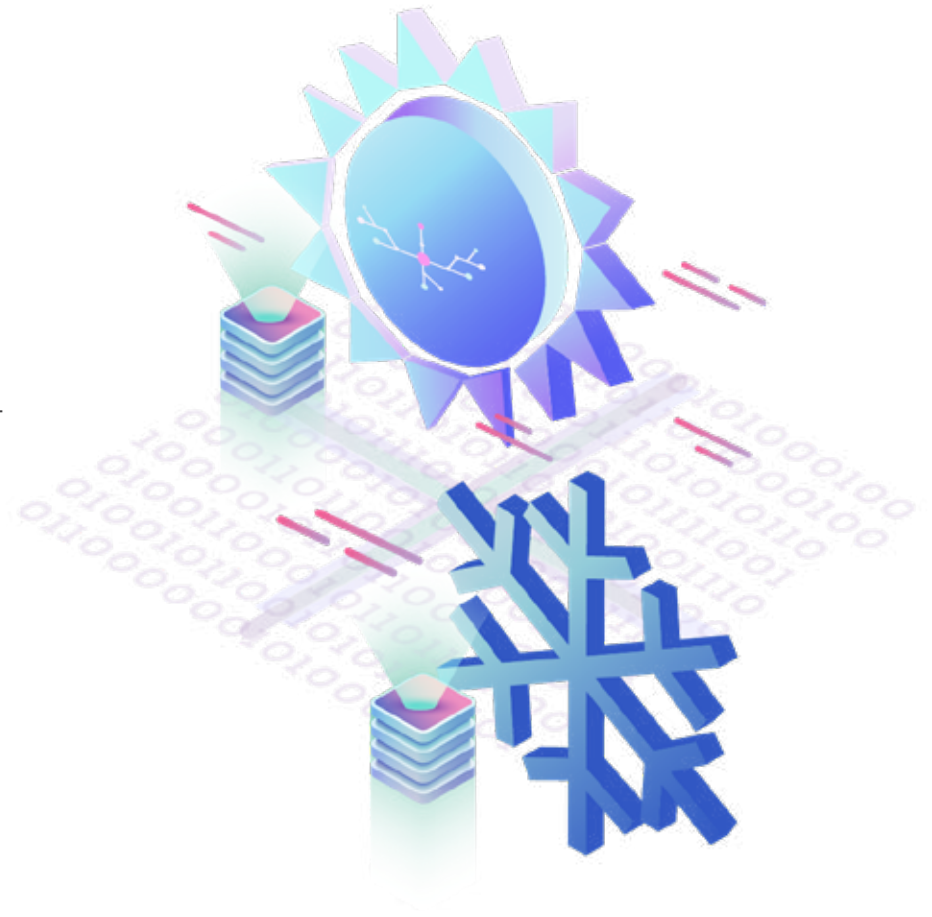
Hot sites are designed to be up and running at a moment's notice. They not only include space, power, and network infrastructure, but also have equipment set up to replicate the data from your main operating environment in real time. A hot site is essentially a second data center that allows you to resume operations within minutes.





Cold sites are best suited for smaller organizations on a budget.

Cold sites are less expensive and make sense in industries where disruptions in operations can be managed without causing too much damage or revenue loss. However, they are not a good option for any organization running mission-critical applications. Cold sites are also ill-suited for public service providers and larger enterprises, particularly in industries that can't afford downtime in recovering data and operations.

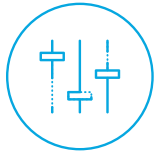




Colocation data centers: the best choice for disaster recovery

There are four primary reasons you should choose a full-service colocation data center for your DR site.





01 CONTROL

When you leverage a colocation facility, your data center is simply in a different location, so you still have control over the hardware, software, connections, and communications.



03 RELIABILITY

Data centers in a colocation facility connect to multiple networks and exchanges, allowing them to offer many low-latency networking options and redundant bandwidth from multiple providers.



02 SECURITY

Colocation data centers apply the most stringent measures for securing data, including multiple layers of physical protection and the highest cybersecurity standards.



04 COST

Colocation facilities provide floor space, utilities, HVAC, hardware, cooling, staffing, and connections to multiple networks and service providers, meaning you don't have to pay for and manage these on your own.



Don't wait — disaster can strike at any time

Disasters are always possible. Leveraging a colocation data center as a DR site will ensure business continuity and prevent data loss in even the worst-case scenarios.

Netrality's colocation facility at 717 South Wells is a gateway to the local fiber backbone in Chicago and is in a unique position to provide failsafe disaster recovery for any organization in the Chicago Metropolitan Area.

To learn how to ensure your organization is as disaster-proof as possible, contact us.





Netrality
Data Centers

About Netrality

Netrality owns and operates strategic interconnected data centers and meet me rooms, providing a mix of colocation, powered shell and wholesale data center solutions driven by fiber-dense, network-rich interconnection environments. We partner for joint success with Carriers, Cloud Providers, CDNs, CSPs and MSPs to deliver best-in-class interconnection and colocation services to our data center customers. Netrality owns and operates colocation data centers in Chicago, Houston, Kansas City, Philadelphia, and St. Louis.

To learn more about how Netrality can get you closer to your users, meet your unique business needs, and ensure compliance with regulations and standards, contact us.

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