



EMC SRDF/Star Advanced Recovery

Redundant Protection after a Disaster

EMC is again at the forefront of delivering advanced data protection and recovery.

Businesses are always looking for better ways to protect their valuable business data and keep their operations running in the event of disaster. Many businesses replicate their data to geographically dispersed locations. Some choose to replicate their data at campus distances, others around the globe.

Today, the most risk-averse businesses are realizing that having a secondary copy of their data at a protected site is not enough. Even an environment architected to resume operations at a secondary site after a disaster will be unprotected if a problem occurs at that site. New government regulations are requiring that all environments be protected while in production in order to meet compliance standards. So the challenge is to implement a solution that enables multi-site protection, even after a disaster occurs.

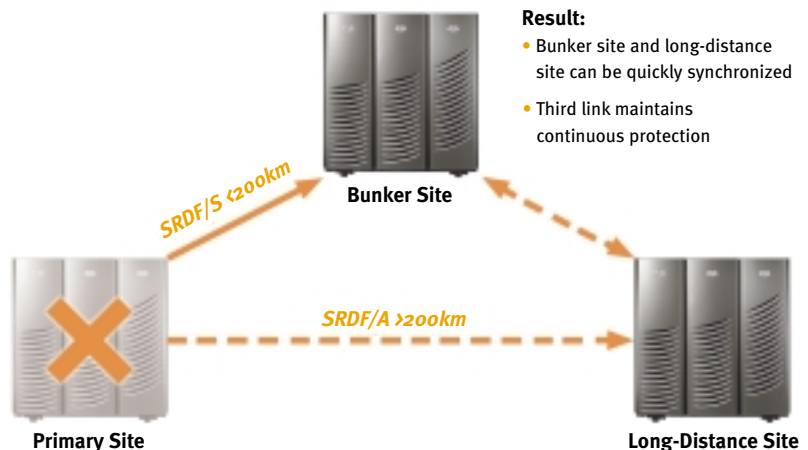
Single-site recovery is yesterday's concern. Multi-site recovery is today's.

Now, EMC is delivering a powerful new way to conduct multi-site business recovery with resumption of protected operations—a way that combines the power of Symmetrix® Remote Data Facility (SRDF®) synchronous and asynchronous remote replication, enabling customers to deploy the most advanced three-site business continuance solution available today. The EMC SRDF/Star advanced disaster recovery solution provides added value to your current investment in Symmetrix DMX™ technology.

Traditional multi-site protection presents business, IT, and operational challenges.

- **Business challenges:** Regulations are being developed requiring businesses to maintain protection even in the event of a disaster. To comply, multi-site failover with resumption of remote protection may be needed. Satisfying the expectations of today's business environments cannot be met with traditional disaster recovery methods.
- **IT challenges:** Multi-site protection has traditionally meant having not three copies of data, but four or more which can be costly. Other considerations include how much network infrastructure must be deployed, the data recovery-point and recovery-time objectives that must be met, and the process of going back to normal operations once the original source is repaired.
- **Operational "reality" challenges:** Availability can have significant revenue impact and single-site recovery does not meet the highest service level requirements today. The pace of information volume growth is accelerating. Budgets are staying flat.

SRDF/Star: an improvement over previous multi-hop or bunker approaches, offering superior protection at a lower total cost



EMC SRDF/Star makes multi-site protection achievable.

EMC's SRDF/Star enables you to build a disaster recovery environment that can measure up to the most stringent service level requirements.

- **Financial impacts:** You will minimize the risk of business interruption due to a site disaster. Being able to deploy a multi-site disaster recovery solution will require only three copies of data minimizing hardware costs. Using cost-effective SRDF/A asynchronous technology will help to minimize the bandwidth costs associated with long-distance replication.
- **Operational impacts:** Customer-driven resumption of protected operations after a single-site disaster will eliminate the time-consuming task of resuming remote replication operations to the two surviving sites. Once the original disaster site is operational it can be easily added as a target and transparently resume operations as the source.
- **Business impacts:** Business interruptions become minimized or eliminated, meaning revenue streams remain uninterrupted. Regulations are met and customers and stakeholders are more confident.

The unique value EMC brings to multi-site recovery and protected operations.

EMC was first to provide two-site disaster recovery protection. EMC also pioneered the concept of multi-site disaster recovery. Today, EMC continues to provide unique solutions that set the pace for business continuity in the marketplace with SRDF/Star. This unique offering includes the following components:

- **Powerful Symmetrix DMX high-end storage:** The foundation platform, Symmetrix DMX delivers the performance, availability, and intelligent software to support the most aggressive service level requirements.
- **Concurrent SRDF/S and SRDF/A:** The ability to simultaneously run SRDF/S synchronous operations and SRDF/A asynchronous operations from the same volume to two separate systems in two different geographies gives customers the best of both worlds—high availability with zero data loss within metropolitan distance, and cost-effective replication at any distance with minimal data exposure.
- **Intelligent automation:** Years of expertise in building custom scripts for disaster recovery solutions in the most demanding customer environments has led to innovations in automated functionality to handle disaster restart, helping customers sleep well knowing their data is protected.
- **Minimized risk:** EMC's multi-site recovery and protection solutions are built upon field-proven storage and application platforms. These platforms are satisfying information storage needs in tens of thousands of applications today—now with the added dimension of SRDF/Star.

You also benefit from EMC's industry-leading storage software applications that enable you to store, manage, share, and protect information for increased business value. And EMC's Services organization provides award-winning support, education, and consulting expertise to ensure you gain these rewards quickly.

The broadest range of business continuity deployment options.

Whether you need single-site or multi-site disaster recovery solutions, EMC has the broadest range of choices and solutions in the market. Everything from zero-data-loss synchronous replication, to high-performance unlimited-distance asynchronous replication, to point-in-time data vaulting, to cost-effective storage—EMC has a solution to meet your business needs.

Take the Next Step.

Meet your information replication business, IT, operational, and regulatory challenges head on with the broadest, most accepted range of business continuity solutions available today. To learn more, contact your local EMC sales representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at www.EMC.com/srdf.