



## Top 5 Cloud Mobility

# Considerations for a Data Protection Strategy

*Workload mobility in the cloud is essential to doing business today and should play a key role in your data management and protection strategy. With the right solution, you can significantly and easily enhance agility, availability and data recovery, while accelerating development cycles. Here's what you need to know.*

No. 1: Increase agility

No. 2: Enable data recovery

No. 3: Unlock test and development

No. 4: Improve availability

No. 5: Empower a multi-cloud strategy

Conclusion

**Whether you are a small or midsize business or a large enterprise, you are under significant pressure to increase agility, reduce costs and accelerate business processes and innovation.**

Leveraging the cloud is no longer an option but a necessity when it comes to developing modern IT infrastructures. Today's IT departments face a growing need to have workload portability as part of their overall cloud strategy. As your organization evolves, so do your IT requirements. This means having the flexibility to move data to and from any cloud provider you choose—now and in the future.

Yet, as cloud adoption continues to rise, an unhealthy misconception is taking hold: Many organizations believe that workload portability to the cloud or across clouds will be an easy endeavor. This could not be further from the truth. Partnering with a data management platform that's simple, flexible and reliable can empower organizations with tools to enhance cloud mobility, but there are some backup and data management vendors consisting of cumbersome processes, expensive add-ons or manual conversions for cloud compatibility that increase cost and complexity.

Given these potential challenges, it is necessary to seek out the right cloud data management platform, one that provides a seamless and easy way to extend data to the cloud. You need a solution that not only helps move data across cloud types and vendors but also ensures protection of data along the way.

In this report, we provide the top five cloud mobility considerations for your data protection and management strategy, so you can make informed decisions based on the benefits of cloud mobility and specific use cases where it can play an essential role in your IT modernization efforts.

### ***No. 1: Increase agility***

Whether you are a small or midsize business or a large enterprise, you are under significant pressure to increase agility, reduce costs and accelerate business processes and innovation. By leveraging any cloud with easy on-demand portability, you can simplify migrations, use IT resources more strategically, respond quicker from catastrophic failure and support data migrations from both physical and virtual machines.

The right solution will deliver an easy way to quickly move entire workloads to the cloud, taking advantage of the elasticity of the cloud when spikes in demand outstrip on-premises resources such as during the holiday season for retailers, for example, or flu season for pharmaceutical companies—with the ability to quickly fold them back down when they're not being used.

Workload portability is particularly crucial at a time when exponential data growth is making it increasingly difficult to scale, manage and secure your organization's most critical workloads and data, this makes choosing the right cloud mobility solution critically important to maintain business continuity and avoid cloud vendor lock-in.

## ***No. 2: Enable data recovery***

Not every organization needs a dedicated hot site with a mirrored system for data recovery. This is particularly true for most SMBs, where the costs of building a dedicated site for recovery can be prohibitive. Whether you're an SMB or a large enterprise you can benefit from leveraging the cloud as an on-demand restore site. This could be to a public cloud like Amazon and Microsoft Azure, a private cloud like Azure Stack, or to a managed hosted cloud.

By leveraging a cloud data management platform that enables simple workload portability across any cloud, you can easily move on-premises data to the cloud or bring it back on premises from the cloud. This ensures that you can access your data in the event of a disaster—without necessarily needing a full replication/failover solution such as a hot site, but rather a low-cost standby location in the cloud. However, it is best to choose a platform that can meet any recovery requirement – whether that means full failovers to a cloud provider to meet strict RTOs/RPOs, or simply a restore to the cloud.

## ***No. 3: Unlock test and development***

Leveraging the cloud as a test and dev environment can become a powerful tool, where new apps, patches and updates can be instantly tested. The secret is being able to utilize your data management platform backups to implement a test and development environment from a copy of your production data without impacting your production environment.

With the right cloud mobility solution, developers can instantly provision copies of production workloads in the cloud to accelerate development cycles and more easily expand their testing capabilities. Beyond that, using backups in the cloud means you don't have to purchase and deploy new on-premises hardware. And when testing is complete it's just as easy to wind it all back down.

## ***No. 4: Improve availability***

With cloud workload mobility, you can significantly improve availability without having to wait to procure hardware or software. Also, you don't have to take the time to build a separate recovery site or modify, maintain and upgrade equipment. You can simply and easily purchase what you need online and immediately have the ability to restore or migrate any physical or virtual workload to the cloud.

In addition, with restores to the cloud, you can make sure on-premises data is always available regardless of what might happen to your on-premises environment. This means that at any time, you can provide any department in your organization, located anywhere in the world with access to data without having to rely on the system on site. Overall, you decrease the risk of downtime and data loss while ensuring business continuity and rapid, verifiable recovery.

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## ***No. 5: Empower a multi-cloud strategy***

Multi-cloud is a fact of life for most businesses today. According to the 2019 RightScale State of the Cloud Report, 84% of organizations have a multi-cloud strategy, and most organizations are leveraging approximately five clouds each. Public cloud is the single top priority for 31% of enterprises.

Cloud mobility and workload portability are essential to a multi-cloud strategy. This is especially true as organizations seek to achieve a competitive business advantage by moving data across clouds – they need to achieve this objective efficiently and without complexity.

With the right solution, you can enable portability across public and private clouds, not only that but also across cloud platforms, such as from AWS to Microsoft and vice versa. Wherever you want to move your workloads, you can drive modern business initiatives with the confidence that you can maintain portability across any cloud or on-premises environment.

When evaluating cloud data management solutions, also remember—in addition to portability, you still need to ensure protection of data, whether that is on-premises, in the cloud or across cloud vendors.

### ***Conclusion***

If you're using any cloud for any workload or application then cloud mobility is either a necessity now or will be in the near future. No organization can afford to have important data or workloads locked in to a single cloud provider, and all organizations can benefit by using the best cloud services for each particular workload.

Achieving cloud mobility for workloads and data can be a challenge if you are not using the right platform for cloud data management. You must ensure that you are leveraging a solution that not only simplifies cloud mobility, but also ensures the highest levels of enterprise-grade availability, data protection and recovery.

When it comes to delivering cloud mobility for workloads and data, Veeam is singularly positioned to help your organization achieve the benefits discussed in this report—agility, rapid recovery, leveraged data for test and development, high availability and empowering your multi-cloud strategy.

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**For more information on how Veeam can help your organization leverage cloud mobility, please visit [Veeam](#) or [watch a demo](#).**

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