



The Truth About BDR Pricing



Decision makers tend to value one element when it comes to evaluating BDR solutions: cost. If you're looking for a new backup and disaster recovery solution, you want to know how much money the solution can save you by reducing the cost of a disaster; how many sales, transactions and hours of employee productivity it can save you; and how many administrative hours it can eliminate, putting staff to work on more revenue-driving initiatives.

Yet not all backup and disaster recovery solutions are transparently priced. Vendors are adept at promoting what seems to be a great price tag for an advanced solution, only for you to find yourself stuck with hidden costs and missing conveniences down the line.

If you've been through the BDR rodeo before, you've probably seen a solution that has one price tag early in the discussion and then acquires additional fees and costs as the deal concludes. Or you realize the sales team has promised recovery speeds and operational efficiencies that just aren't likely with the existing solution features. Either way, your Total Cost of Ownership almost always emerged as a sum significantly higher than what you expected.

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To understand exactly what a prospective solution is worth, consider the following value factors.

RECOVERY SPEED

This is the big one. How fast can you really recover with this solution?

If you're calculating the cost of downtime, use this formula: Lost Revenue + Lost Productivity + Recovery Costs + Cost of Brand Damage = your downtime price tag. The faster you can recover with this solution, the more money it's worth.

But also remember that recovery delays are a security issue, especially as Ransomware attacks continue to rise. Many companies pay the demanded ransoms to get their data back because they don't have an immediate recovery option in place. A BDR solution that empowers you to recover in ten minutes or less offers you built-in insurance policy against Ransomware and similar attacks.

HARDWARE COMPATIBILITY

If you're committed to using your existing hardware, you may need a BDR solution that's specifically tailored to your current setup. Check that you have sufficient capacity and compute resources or if you'll need budget for additional equipment. If that price tag makes you cringe, you may benefit from looking for a cloud solution with more options. DRaaS can liberate you from most capital expenditures altogether, while a hybrid cloud option can help you reduce the cost of powering, maintaining and managing data centers.

SCALABLE PRICING

Your business and your data will grow over time, which means your BDR solution should grow with you. Check if you'll need to buy additional appliances or get locked into paying for unused resources. A flexible pricing model and scalable solution will allow you to cost-effectively scale according to your demands.

SUPPORT

Sooner or later, your team will need help. Servers will fail, new applications will need to be integrated or a flood will take out your data center. Check in advance what kind of support the BDR vendor offers and ask specifically if it's a third-party call center or the actual engineers who built the solution. Ask the vendor to be clear about which hours and days offer which support options. If you lose days waiting for a call back from support, or simply can't get a knowledgeable person on the line, those delays will add up to unexpected costs over time.

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STORAGE AND LONG-TERM ARCHIVING COSTS

Look for a solution with advanced deduplication to reduce your storage costs. Without it, you'll be paying for ever-multiplying copies of the same data. Also check how long the solution retains your data and if you have the ability to retrieve old files or access decommissioned servers. Ideally your solution should allow for quick and precise data retrieval while letting you secure your data for the long haul at a lower cost.

OPERATIONAL EFFICIENCY

When evaluating BDR solutions, you'll no doubt hear certain features referred to with the time-honored expression "bells and whistles." But don't think this means they're of minor consequence. Automated testing, sandbox environments, one-click failover and built-in compliance that meet SOC2, HIPAA or PCI regulations can not only save you hours of expensive menial tasks but prevent disastrous mistakes.

PERFORMANCE SPEED

Don't take the vendor's word for it when asking about backup performance. Ask for proof so you know your appliance will be able to run failover workloads with no disruption or performance drop. What kind of IOPS is the solution delivering? If it's only 800, look for a faster solution. Otherwise lost employee productivity and lost sales will keep costing you when users encounter a sluggish environment.

UNIFIED, ALL-IN-ONE SOLUTION

If there's one situation that can drive up unexpected costs, it's BDR solutions that are really a collection of sub-vendors masquerading as one solution. Fragmented systems, multiple support teams and tools that don't always work well together can lead to confusion and expensive delays when issues arise. Make sure the vendor can do it all so you only have one holistic system and a consistent relationship with your support team. Your team will have only one software to master and you'll troubleshoot issues much faster.