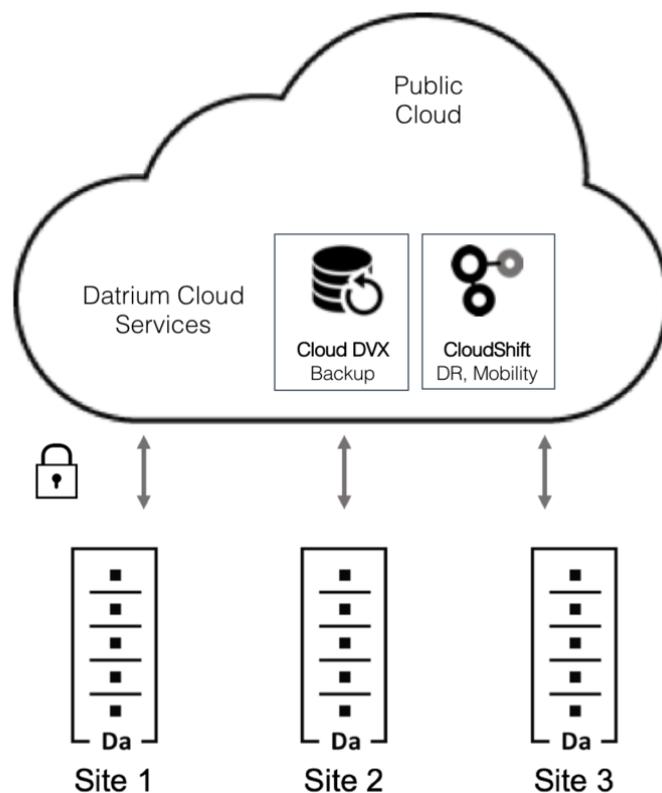


# CloudShift Puts Flawless DR on Corporate Radar Screens

Hyper-converged Infrastructure (HCI) solutions excel at delivering on many of the attributes commonly associated with private clouds. Consequently, the concepts of hyper-convergence and private clouds have become, in many respects, almost inextricably linked.

But for an HCI solution to not have a clear path forward for public cloud support ... well, that's almost anathema in the increasingly hybrid cloud environments found in today's enterprises. That's what makes this week's CloudShift [announcement](#) from Datrium notable – it begins to clarify Datrium's strategy for how [Datrium](#) is going to go beyond [backup to the public cloud](#) as part of its [DVX](#) solution and puts the concept of flawless DR on corporate radar screens.



Source: Datrium

HCI is transforming how organizations manage their on-premise infrastructure. By combining compute, data protection, networking, storage and server virtualization into a single pre-integrated solution, they eliminate many of the headaches associated with traditional IT infrastructures while delivering the “cloud-like” speed and ease of deployment that enterprises want.

However, enterprises increasingly want more than “cloud-like” abilities from their on-premise HCI solution. They also want the flexibility to move the virtual machines (VMs) they host on their HCI solution into public cloud environments if needed. Specifically, if they run disaster recovery (DR) tests, perform an actual DR, or need to move a specific workload in the public cloud that is experiencing high throughput, having the flexibility to move VMs into and out of the cloud as needed is highly desirable.

Datrium answers the call for public cloud integration with its recent CloudShift announcement. However, Datrium did not just come out with a #MeToo answer for public clouds by announcing it will support the AWS cloud. Rather, it delivered what most enterprises are looking for at this stage in their journey to a hybrid cloud environment: a means to seamlessly incorporate the cloud into their overall DR strategy.

The goals behind its CloudShift announcement are three-fold:

1. ***Build on the existing Datrium DVX platform that already manages the primary copy of data as well as its backups.*** With the forthcoming availability of CloudShift in the first half of 2019, it will complete the primary to backup to cloud circle that companies want.
2. ***Make DR work flawlessly.*** If there are two words together that often represent an oxymoron, it is “flawless DR”. By bringing all primary, backup and cloud together and managing them as one holistic piece, companies can begin to someday soon (ideally in this lifetime) view flawless

DR as the norm instead of the exception.

3. ***Orchestrated DR failover and failback.*** DR failover and failback just rolls off the tongue – it is simple to say and everyone understands what it means. But to execute on the successful DR failover and failback in today's world tends to get very pricey and very complex. By Datrium rolling the management of primary, backup and cloud under one roof and then continually performing compliance checks on the execution environment to ensure that they meet RPO and RTO of the DR plan, companies can have a higher degree of confidence that DR failovers and failbacks only occur when they are supposed to and that when they occur, they will succeed.

Despite many technology advancements in recent years, enterprise-wide, turnkey DR capabilities with orchestrated failover and failback between on-premises and the cloud are still largely the domain of high-end enterprises that have the expertise to pull it off and are willing to commit large amounts of money to establish and maintain a (hopefully) functional DR capability. Datrium's CloudShift announcement puts the industry on notice that reliable, flawless DR that will meet the budget and demands of a larger number of enterprises is on its way.